BROADCASTING

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WASHINGTON, D. C.
SEPTEMBER 15, 1936

Broadcast Advertising

Foreign
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THROUGH 4 KEY POINTS

ALL OF TEXAS

TEXAS QUALITY NETWORK

50,000 WATTS
WFAA DALLAS

50,000 WATTS
WBAP FORT WORTH

5,000 WATTS (D)
KPRC HOUSTON

50,000 WATTS
WOAI SAN ANTONIO

ALL FOUR STATIONS NBC AFFILIATES • NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

TQN IS THE ONLY SINGLE MEDIUM SIMULTANEOUSLY COVERING AMERICA'S FASTEST GROWING MARKET

This empire of black soil is reached from 4 key points—the 4 largest cities in Texas . . . centers of the U. S. petroleum industry, heart of the Southwest's flour milling industry and terminal grain markets, as well as the 4 largest wholesaling centers in this area and the nation's leading cotton port. TQN combines the wealth of these thriving cities to completely cover in one scoop—the whole of Texas—5th state in population, a productive, receptive territory.

Primary coverage area includes over 1,000,000 radio families. TQN's 105,000 watts of power also influences sales throughout the 7 states of the Southwest.

With a $2,000,000,000 Texas Centennial Market the TQN will key your sales to a new high through its 4 key points.

TEXAS

CAMEL CARAVAN RENEWS FOR THIRD CONSECU

ELGIN NATIONAL WATCH CO. STARTS ON CBS

FRED WARING CONTINUES THIRD
SUCCESSIVE YEAR FOR FORD ON CBS

SEARS, ROEBUCK USES RECORD HOOK-UP OF 101 STATIONS ON CBS

OCOMALT STARS JOE PENNER

A&P INCREASES KATE SMITH PROGRAM TO FULL HOUR

CARBORUNDUM BAND RETURNS TO CBS FOR

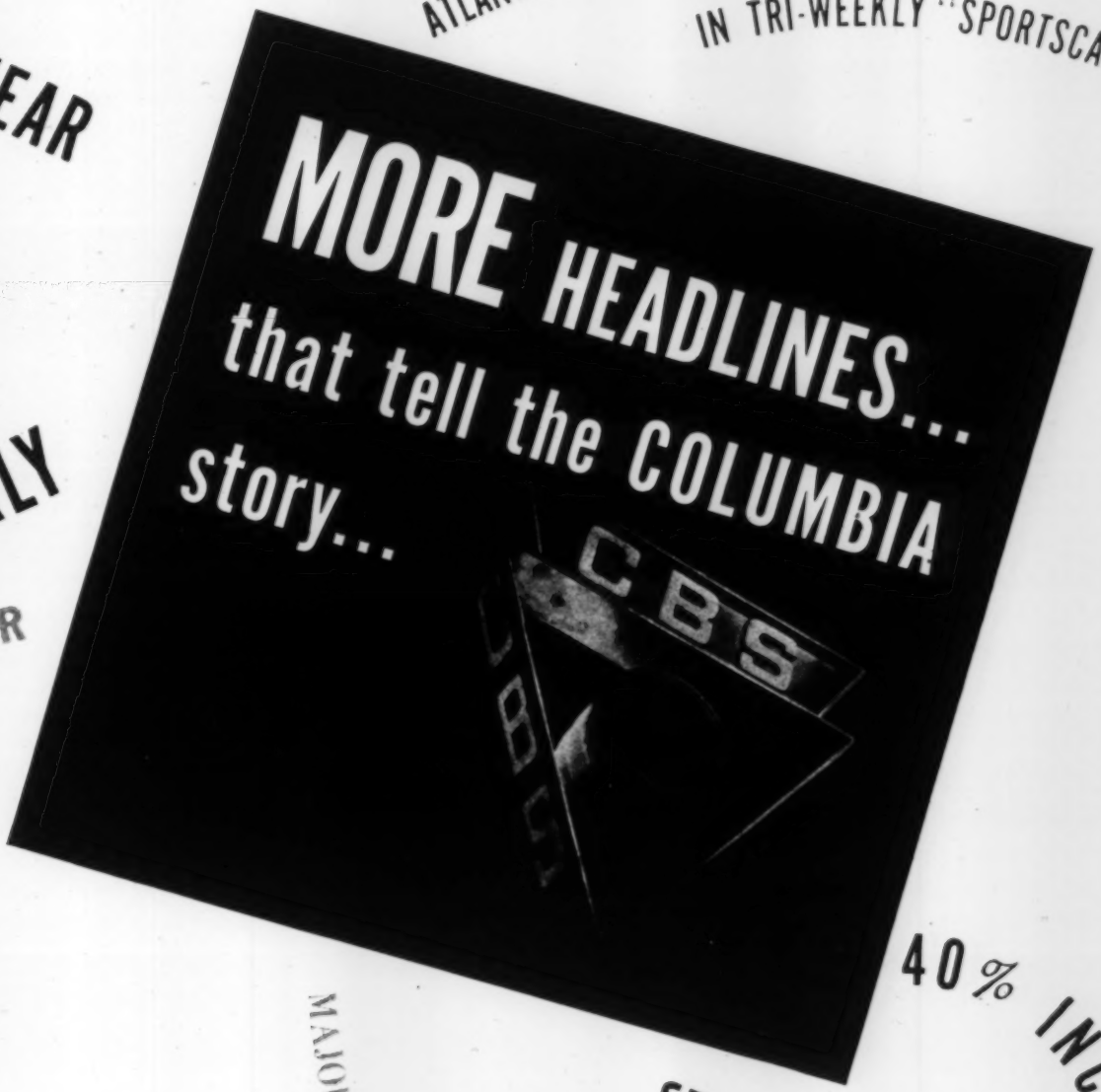
KNOX GELATINE STARTS CBS DAYTIME SERIES

CAMPBELL RENEWS HOLLYWOOD HOUR

82 CBS STATIONS CARRY "VICK'S OPEN HOUSE" WITH

HEINZ "MAGAZINE OF THE AIR" ON CBS TRI-WEEKLY

ATLANTIC REFINING SPONSORS TED HUSING IN TRI-WEEKLY "SPORTSCASTS"



40% INCREASE IN CBS AUGUST BILLING

MAJOR BOWES' CAPITOL "FAMILY" IN NEW SERIES OVER CB

ANNUAL PALEY AWARD TO BE GIVEN OUTSTANDING AMATEUR RADIO OPERATOR

WI NELSON EDDY

WOD HOTEL AND BURNS & ALLEN

ME ERIES

CBS OR 8TH YEAR

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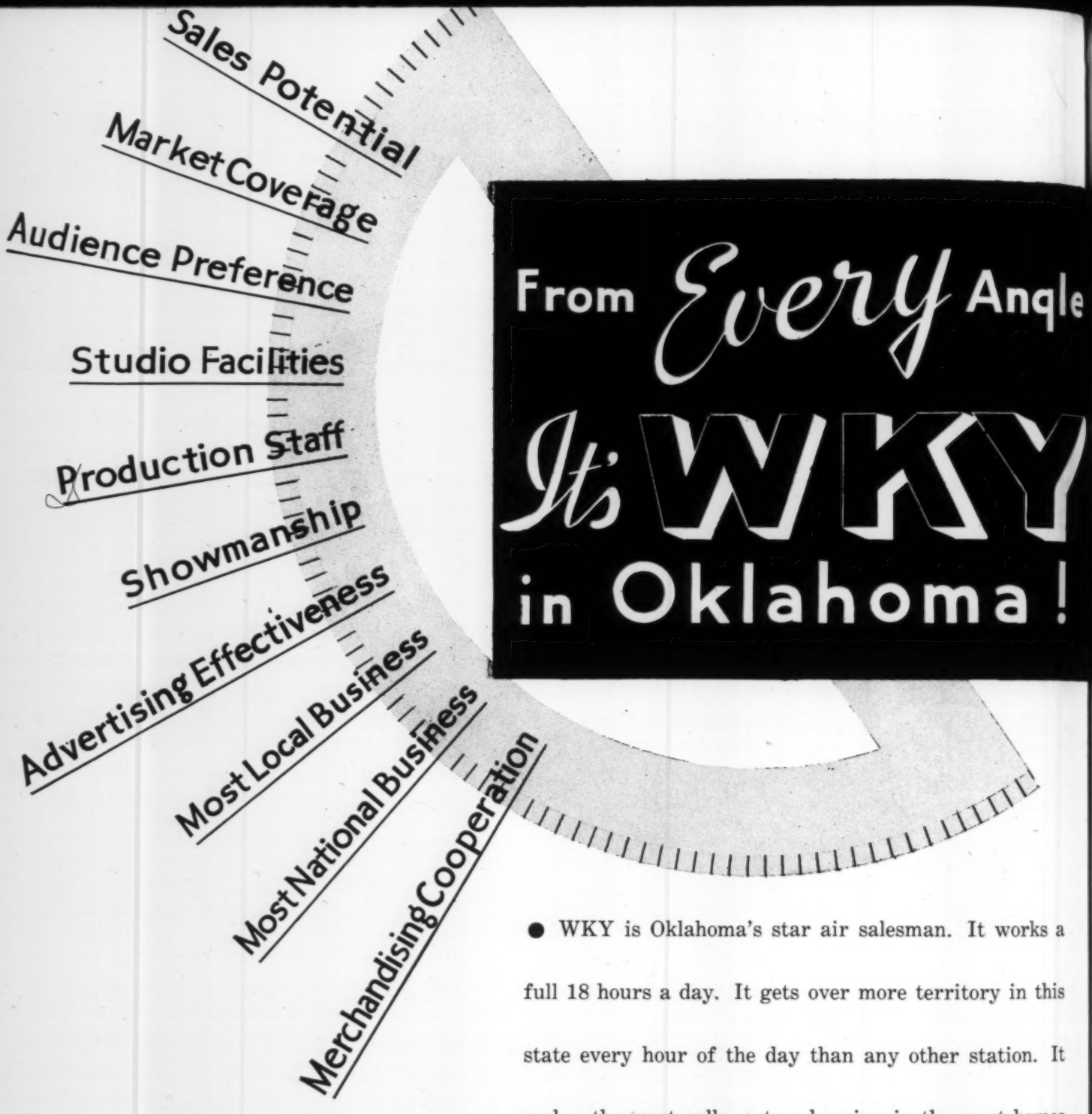


From *Every* Angle *It's* WKY in Oklahoma!

● WKY is Oklahoma's star air salesman. It works a full 18 hours a day. It gets over more territory in this state every hour of the day than any other station. It makes the most calls, gets a hearing in the most homes . . . and checks in with the most orders. From *any* angle and *every* angle . . . market, service, facilities, selling power . . . WKY is the standout radio buy in Oklahoma.

After October 1st

5000 WATTS Daytime

1000 WATTS NIGHT

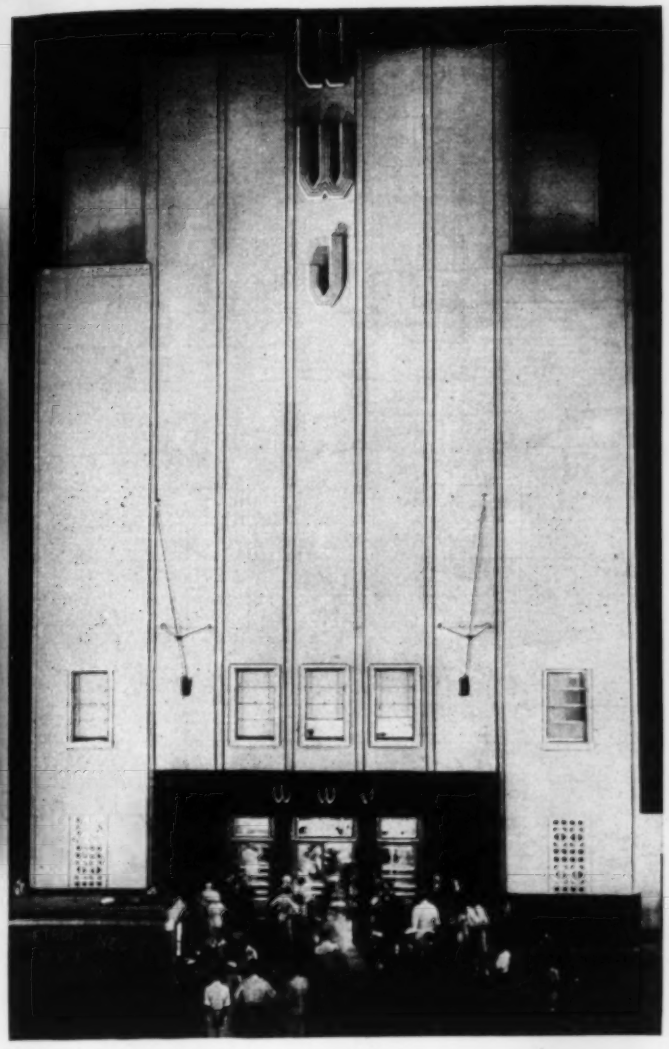
900 KC.

Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

WKY · OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

National Representative
E. KATZ SPECIAL ADVERTISING AGENCY



WWJ

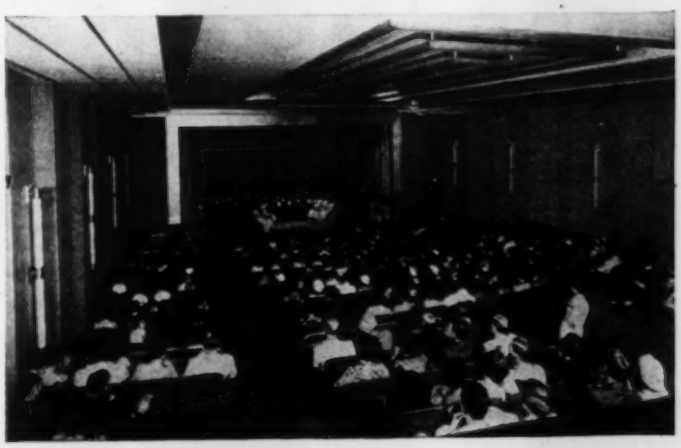
Established in Detroit August 20, 1920

AMERICA'S OLDEST RADIO STATION
DEDICATES THE WORLD'S FINEST FACILITIES SEPT. 16

● With a week of gala programs WWJ, America's Oldest Radio Station, opens its studios and dedicates their magnificent broadcasting facilities to the great radio audience which has learned to look upon it as the HOME radio station of Detroit.

The new studios, modern architecturally and technically unsurpassed, are located directly opposite The Detroit News where WWJ made history 16 years ago by operating the first radio station in the world to broadcast regular daily programs. WWJ invites you to visit these new studios when you are next in Detroit. You will enjoy the experience of both seeing and hearing radio performances under conditions equalled only by the central studios of the great radio chains.

A view of the main studio of WWJ—the Auditorium studio, seating 340, with complete stage equipment, motion picture projection room, Aeolian-Skinner Organ. There are five studios at WWJ each with separate control booth and observation room.



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"But this is a test campaign!"

SOMETIMES the very fact that a test is a test keeps it from being a test at all! If you're considering a test campaign of any sort, let us consult with you. Having quite a lot of experience in this work, we can tell you what cities will make the most truly typical test markets for your product —what stations, what hours, what kind of program. And you can bet your bottom dollar that we'll work toward having the results *typical* rather than tempting. Because we're going to have to live with you, afterward!!! So yell, Sir, if you want to give your plans "the works." We're listening.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	111 Sutter	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 4353	Richmond 6184

WIS	(NBC)	Columbia	**WDRC**	(CBS)	Hartford
WHKC		Columbus	**WKZO**	(MRN)	Kalamazoo
WOC	(CBS)	Davenport	**WNOX**	(CBS)	Knoxville
WDAY	(NBC)	Fargo	**KFAB**	(CBS)	Omaha-Lincoln
KTAT	(SBS)	Fort Worth	**KOMA**	(CBS-SBS)	Oklahoma City
WMBD	(CBS)	Peoria			
WPTF	(NBC)	Raleigh			
KTSA	(CBS-SBS)	San Antonio			
KTUL	(CBS)	Tulsa			
KVI	(CBS)	Tacoma			

BROADCASTING
and
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Vol. 11 No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1936 $3.00 A YEAR — 15c A COPY

First Analysis of Rural Listening Habits

By SOL TAISHOFF

They Prefer Clear-Channel Stations But They Tune First To Regional or Local Stations Within Range

THREE-FOURTHS of the nation's rural "radio population" of 48,000,000 are dependent upon and listen to high-power clear-channel stations because they cannot pick up others, but where they do have regional or local stations within reception range they tune them first.

This is the rather startling disclosure of the first comprehensive survey of coverage of stations in the United States ever made by an agency of the Federal Government. Confined to rural areas, and thus eliminating entirely the larger cities, the survey was conducted by the FCC in collaboration with the Agricultural Adjustment Administration and the Postoffice Department. It was one part of a four-phase survey made by the FCC to ascertain the degree of rural coverage available, upon which improvements in service may be founded.

Technical Performance

COINCIDENT with the release of the results of its post-card questionnaire survey, the FCC made public results of other phases of the study to check technically the performance of clear-channel stations. The sheaf of data was released Sept. 3. The survey computations will be used for basic calculations as to how the broadcasting service of the nation as a whole can be improved and will be presented at the so-called reallocation hearings to begin before the Broadcast Division Oct. 5 [see allocations story on page 8].

Entwined in the technical analysis are such factors as the feasibility of superpower operation, horizontal increases in power on regional and local channels, East-West Coast duplication on clear channels and other highly important phases of station assignments. What inferences the FCC will draw, or what conclusions it will reach on the basis of these studies, will await the epochal Oct. 5 hearings, except for a few unmistakeable conclusions that may be gleaned from the analysis thus far made. These are:

1.—Clear channel stations, using high power, are essential if the majority of rural listeners are to be served.

2—Rural listeners prefer their "home" stations, that is, regionals or locals, as indicated by a study of post-card responses, but in the vast open spaces they are almost entirely dependent upon clear-channel service.

3.—Superpower of the order of WLW's 500,000 watts is not only feasible, but desirable for the rural listeners. WLW was first choice of listeners in 13 states, and second choice in six others. There were no objections to this service, and no complaints of interference.

4.—Duplication of 500,000-watt stations or even 50,000-watt stations on opposite Coasts upon the same channel would precipitate ruinous interference. But placing a 1,000-watt station with a directive antenna some 2,600 miles or more away from a 500,000-watt station, or of perhaps two 1,000-watt stations on the same channel with a 50,000-watt station under similar antenna restrictions, would not seriously curtail the secondary coverage of the dominant station.

The questionnaire phase of the survey drew an immediate challenge from non-clear channel stations. They contended it was far from unbiased since it covered only those deep rural listeners living remote from the cities in which there are located regional and local stations and who obviously could only get service from clear channel outlets. It was openly indicated that the survey will be challenged in this respect at the forthcoming hearings.

New "radio circulation" information, never before available to broadcast advertisers, is provided in the questionnaire analysis. Actual rural population of the country, as of Jan. 1, 1935, totaled 32,779,000, according to Department of Agriculture estimates. This represents approximately one-fourth of the nation's population of nearly 130,000,000, estimated as of the same date.

While the questionnaire survey was restricted to rural areas, there is another 12,000,000 of "small town" population usually classified as rural though located contiguous to cities. Agricultural experts therefore estimate that not one-third, but closer to 45% of the nation's population is non-urban. The 48,000,000 radio population figure in rural areas is based upon an FCC estimate of the population not in the primary service areas of stations. There are 6,700,000 actual farm families among some 31,000,000 families in the country as a whole.

And farm income, or annual turnover, according to estimates released on Sept. 8 by the Department of Agriculture, amounted to $8,500,000,000 for last year, or about one-sixth of the nation's aggregate commerce of some $48,000,000,000.

In the winter and spring of 1935 the FCC conducted its allocation survey in cooperation with broadcast stations as well as other government departments. The results of the questionnaire survey were supplemented by reports of interviews with listeners made by radio inspectors of the 21 field offices of the FCC, and these returns, where comparable, coincided with the questionnaire returns to a remarkable degree.

Using a selected list of farm homes procured from the AAA, the FCC mailed 86,000 questionnaires direct to these rural listeners. Another 30,000 questionnaires were sent to fourth class postmasters for their own reply as a typical representative cross-section of rural opinion. Of the 116,000 total, 46,586 reply cards were returned, but of these 13,816 were not suitable for analysis. They included questionnaires returned unanswered, and those sent to farm families not having receiving sets or who had sets not in operating condition. Thus there were 32,671 usable responses, or 28% of the total mailing of 116,000.

The Questionnaire

THE QUESTIONNAIRE was designed first to procure information on the relative effectiveness of different classes of stations in serving rural listeners; second, to obtain data on types of receivers used to ascertain their electrical characteristics and degree of obsolescense. "The FCC is conducting a survey of broadcasting to determine what stations serve rural and small urban areas," read the questionnaire. "The purpose of the survey is to obtain data whereby the Commission may better regulate radio reception."

The questions asked were whether the rural resident owned a set; its make; model number; number of tubes; when purchased; whether in operating condition, and then the most important: "*Name your favorite radio stations by call letters in order of your preference.*" Finally, space was left for comments, of which there were many.

The information from the cards was tabulated to show the listener preference as to clear, regional and local-channel broadcast stations, the year of manufacture of the receiver and the number of tubes. In its compilation, the FCC showed the national rural listener preference by channels and then according to states.

For the country as a whole, it was revealed that 76.3% of the

(*Continued on page 50*)

Highlights of the Allocation Survey

ABOUT 75% of the nation's rural listeners prefer clear-channel stations because they lay down the best signals.

Where regional or local stations are within receiving range, they tune them first because of community loyalty and pride as well as clarity of reception.

At least half of the sets on farms are classified as modern, about 75% having been purchased between 1930 and 1935.

Superpower such as WLW's 500,000 watts is not only feasible but desirable for rural listeners. There is no complaint of "blanketing" or other interference.

Duplication of high-power stations on the same channel is not practicable, but it appears possible to place stations of perhaps 1,000 watts on the same channel with a 50,000-watt station if the former use directional antennas to suppress signals in the direction of the dominant station and if geographical separation is sufficient.

Engineering advances may make possible the licensing of additional regional stations by the use of directional antennas and other means of controlling interference.

Station frequency is as important a factor as power in station coverage, with the lower frequencies most desirable.

Station Groups Perfecting Plan For FCC Allocation Hearings

Last-minute Efforts Are Being Made to Obtain Postponement of Vital Technical Session

REALIZING that future broadcast allocations are at stake, with such policy matters as superpower, east-west coast duplication on clear channels and horizontal power increases to be decided, the broadcasting industry has taken on a group organization aspect for the reallocation hearings to begin Oct. 5 before the FCC Broadcast Division.

Supplementing the Clear Channel Group and the National Association of Regional Broadcasting Stations, both organized to present testimony at the reallocation hearings, the high-powered regional stations now have organized and it is likely that local stations will be represented by National Independent Broadcasters Inc. One of the major networks—NBC—has made known its plans to present testimony, with its president, Lenox R. Lohr, heading its list of witnesses. CBS has not yet evolved its plan of procedure.

Postponement Asked

AN ELEVENTH-HOUR effort to procure postponement of the hearings until after the November elections is being made. CBS is known to favor deferring the hearings. It is represented as feeling that the steady approach of television and the investments it will involve should be considered, along with the fact that political campaigning is now approaching its peak and that station executives are desirous of staying at home to protect their interests.

A final reason is the allocation survey report made public Sept. 3 by the FCC, which broke like a bombshell in industry ranks [see page 7]. The scope of this report and its rather sensational disclosures, it is stated, may make desirable the allowance of additional time which station groups may devote to analysing the ponderous document and devising answers to it.

Among non-clear channel stations particularly, it is reported, the feeling exists that the allocation survey is not a fair appraisal of rural service of regional stations, and that in order to procure equitable data, a separate "listening habits" study should be made. It is argued, for example, that the questionnaire phase of the survey is challengable since it covers rural areas in which no regional or local stations are operating, with the result that clear channel stations walked away with the vote.

In any event, it is expected that the FCC's release of this information will precipitate a furore at the reallocation hearings, with efforts made by separate groups to interpret the study to fit their own particular cases.

In FCC quarters it is indicated that there is little chance of a postponement of the hearing since everything has been geared for the Oct. 5 date. The docket of hearings and oral arguments, it was pointed out, is jammed until next March, and if a postponement were granted it would mean perhaps a half-year delay. Moreover, the FCC is anxious to hold the hearings before it gets more deeply into the A. T. & T. telephone investigation, which resumes this fall.

Meanwhile, NBC has made new preparations for the hearings, as have a group of high-power regional stations. For more than a year a group of a dozen clear channel stations fostering superpower and the preservation of clear channels has been organized, while elaborate plans have been by the National Association of Regional Stations, formed two months ago, to appear in opposition to superpower and in favor of a horizontal increase in night power on such channels from 1,000 to 5,000 watts.

In CBS councils the hearings have been discussed at length. The apparent view of this network is that if television is to make its bow soon, it will mean tremendous investments by networks and stations for its introduction and for equipment, development and promotion. Out of the reallocation hearings, it is logical to expect, will come policies which may mean reequipping of stations to meet changed assignments, also involving heavy expenditures.

Independent's Position

THUS the CBS view is to make haste slowly. It, however, is joining forces with John Shepard's NARBS group to the extent of its regional station ownership, and in the interest of regional affiliates, and also with the high-power regional group under leadership of L. B. Wilson, WCKY, Cincinnati, since WJSV, the network's Washington station, is on one of those channels. CBS wants to derive whatever benefits may accrue from changed allocations, but does not intend to tie itself down as a network to policies enunciated by these groups.

Although not yet finally set as to its position, National Independent Broadcasters Inc., representing about 75 local independent stations, is going to be on hand Oct. 5, and will file an appearance, according to Edward A. Allen, WLVA, Lynchburg, Va., its president. The tendency is to favor a horizontal boost for locals to 250 watts at night, since in most cases local stations are using that power during daylight and would not have to reequip for the increase. They feel also that the six local channels are cluttered with stations to the point where generally good service is impossible, and look kindly upon spreading of local assignments through provision of additional channels.

NBC will have an imposing delegation on hand, under present plans. It will be Mr. Lohr's first formal appearance in Washington since he assumed the NAB presidency last Jan. 1. He will present the broad policy case for the two NBC networks, and will be followed by Dr. C. B. Jolliffe, RCA engineering head and former FCC chief engineer, who will discuss allocations generally; C. W. Horn, NBC development and research engineer, who will report technically on radio propagation and coverage, and Karl S. Van Dyck, RCA engineer and receiving set expert, who will cover modern receiver characteristics and their relationship to allocations, power and coverage.

The NBC position probably will support superpower as a means of maximum rural coverage. Likewise NBC is expected to favor retention of clear channels per se, notably in the areas where there are great concentrations of population or where rural coverage is an important factor.

Both the NARBS and the Clear Channel Group have in general perfected their plans for their presentations. Final appearances are not due until Sept. 15 and until it is known how many groups or individuals will appear the FCC will not be in position to make known its actual agenda. It is estimated, roughly, that the hearings will last a week to ten days.

Mr. Shepard, as chairman of NARB, has called a number of meetings with his counsel and engineers, and with members of his executive committee to perfect plans for the presentation. He has called a meeting in Washington for Oct. 4, the day before the hearings are scheduled to begin.

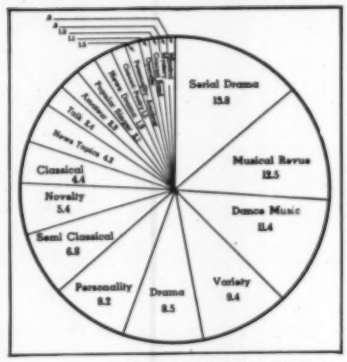
As of Sept. 10 the NARBS membership stood at 61. Stations which have joined since publication of the list in the Sept. 1 BROADCASTING are: WHBL, WTAD, WSAR, WEBC, KMO, WDOD, WFBM, WSFA, WTCN, KMA and WDAY.

Regional Meeting

HIGH-POWER regional stations aligned by Mr. Wilson, met in Chicago Sept. 11 to perfect their plans. They have retained the engineering firm of Jansky & Bailey to represent them at the hearings. The group will make a plea, it is presumed, in favor of 50,000 watts on high-power regional channels, which now have been limited to 10,000 watts at night. In addition to WCKY and WJSV, KOMA, Oklahoma City (Hearst); KFBK, Sacramento (McClatchy Newspapers); WLAC, Nashville; KSTP, St. Paul, WKBW, Buffalo, and KGA, Spokane, also will be identified with the group.

A majority of the Washington radio law fraternity has held several meetings during the last fortnight to devise a broad plan for their respective client stations, many of which now are joined in with the groups organized for the hearings. It is possible that they will file joint appearances before the FCC on behalf of their clients, presenting broad views as to policy rather than treating with individual cases.

The NAB itself will file an appearance through Managing Director James W. Baldwin. Thus far, however, no plans have been made for formal presentation of any character of case, since NAB members will find themselves pitted against one another on the superpower, clear channel and regional station increase proposals as well as with respect to local stations. The degree of NAB participation, if any, will depend upon developments, Mr. Baldwin has indicated.



Courtesy of Crossley Reports

Commercial Network Programs

HERE is the way commercial network time was divided by program types, based on over 920 evening hours investigated from Oct. 1935 to April 1936 by the Cooperative Analysis of Broadcasting (Crossley Reports). Each program type has been allotted the number of hours which all programs in that type represent.

The chart is based on the table of program types. Quarter-hour programs broadcast five times a week have been considered as 1¼ hours a week for the number of weeks investigated, quarter-hour programs three times a week, ¾ hour, etc.

Four Don Lee Stations Name Rambeau as Rep

WILLIAM G. RAMBEAU Co., station representative, has been named national advertising representative for the four stations of the Don Lee network in California, according to announcement Sept. 1 by Thomas S. Lee, Don Lee president. The stations are KHJ, Los Angeles, KFRC, San Francisco, KGB, San Diego, and KDB, Santa Barbara.

The Rambeau organization succeeds Radio Sales Inc., CBS subsidiary, which has sold spot time for the stations for several years. Termination of the Radio Sales arrangement develops as a result of the forthcoming severance of the Don Lee system with CBS and its alignment with Mutual Broadcasting System on Dec. 27. KNX, Los Angeles, which becomes the CBS outlet in lieu of KHJ, will be represented by Radio Sales, which has just been placed under the general management of J. Kelly Smith, for the last decade sales manager of WBBM, Chicago.

Mr. Rambeau, one of the pioneer figures in station representation, maintains offices in Chicago, New York and San Francisco.

Colonial Lineup

LISTING 11 stations in New England, the first Colonial Network rate card was issued Sept. 9 by John Shepard 3d, president of both the Yankee and Colonial chains. The rate card becomes effective Sept. 27. The network, Mr. Shepard states, will take programs from or feed them to Mutual Network, New York State Broadcasting System, and WOR, WHN and WINS, New York, without line charges for the service in either direction. Stations aligned in Colonial are WAAB, Boston; WTHT, Hartford; WSAR, Fall River; WMAS, Springfield; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WLLH, Lowell; WATR, Waterbury; WEAN, Providence; WICC, Bridgeport.

Colleges Split on Football Sponsorship

But Survey Reveals 38 Major Schools Permit It

YALE'S recent decision to permit sponsored broadcasts of its football games this fall impelled John Bentley, of the staff of the Lincoln State Journal, part owner of KOIL, KFAB and KFOR, to conduct a survey of representative colleges and universities to determine the extent to which they permit the broadcasting and sponsorship of their games. He found among 74 institutions that 38 permit radio reports while 36 ban them. Of the 38 permitting broadcasts, 24 sell them commercially and 11 do not. Here is a summary and tabulation of his findings, reprinted with permission.

SHOULD play-by-play reports of college and university football games be broadcast?

This question is being raised anew in football and sports writing circles, with the current reports of increasing demands from the public for football broadcasts and increased interest on the part of radio advertisers in the sponsorship of gridiron games of local, sectional and national importance.

The swing appears to be definitely in favor of football broadcasts, and, while some athletic authorities continue to oppose them, the holdouts seem to be getting fewer and fewer until today very few conferences or associations definitely bar them and those that may frown on them often leave the decision up to the individual schools.

To get a cross-section of football broadcasting activity, John Bentley, of the *Lincoln State Journal*, queried a select list of major and minor institutions. His findings and comments are published herewith by permission of the *Lincoln State Journal*, which with the *Lincoln Star* owns 49% interest in KOIL, Omaha, and KFAB-KFOR, Lincoln:

Paying Off Debts

"IN SOME sections communities have gone so far as to appeal to legislative bodies to force these broadcasts as the university officials, with stadia debts confronting them, attempted to kill such measures in committee, arguing that reports of the games over the air cut into football receipts. And football is the Atlas of the college sports world, toting the remainder of the athletic programs on its financial shoulders.

"The first attempt to get definite facts concerning this situation was made by selecting 74 schools throughout the country, a majority of them state-controlled, because they have been the center of most of the attempts to force broadcasts. Taxpayers feel they support these schools and have a right to hear the reports of the games. Newspapers near these schools were polled in an effort to find a majority opinion. But the country seems equally divided, judging by this cross section, as 38 of the schools permit broadcasts, 36 do not.

"Of the 38 which permit reports of their games to be flashed over the air, 24 sell them commercially while 11 do not. Five of the schools now broadcasting stopped at one time and then resumed. Six now on the silent list permitted broadcasts at an earlier date.

"In two instances, where schools are organized into conferences, these groups sell the broadcasts and prorate the proceeds. The Pacific Coast conference which comprises Stanford, California, University of California at Los Angeles, Oregon, Washington State, Washington, Oregon State, Southern California, Idaho and Montana, is paid close to $100,000 by an oil company [Associated Oil Co.] for the privilege of broadcasting all conference football games and some basketball contests.

"This amount is prorated among the schools, with those members having the larger attendance taking down the larger slice. St. Mary's, Santa Clara and University of San Francisco, which play most of their games on Sunday, have a similar arrangement.

"Another oil company [Humble Oil & Refining Co.] pays the Southwest conference $14,000 each season and this is divided equally among the seven members, Southern Methodist, Texas Christian, Baylor, Rice, Arkansas, Texas, Texas A. & M. Each receives $2,000. In addition to this, a fee of $500 is paid for each game broadcast, this sum being divided by the two competing schools. This does not include the money paid to the broadcasting stations.

"In the Big Six conference, each school is permitted to handle its broadcasting problems as it sees fit, and four of the members, Iowa State, Kansas, Kansas State and Missouri, permit it [varying sponsors] while Nebraska and Oklahoma ban broadcasts with reservations.

"The Big Ten also gives its members carte blanche insofar as the air waves are concerned. Northwestern has sold its games this fall to an oil company [Socony Vacuum Oil Co.] for an unannounced sum. Michigan sells its games annually [Kellogg Co.] and receives approximately $4,000 for each contest. Iowa, another member of the Big Ten, is sponsored by a washing machine company [Maytag Co.] which pays $500 for the preliminary games and $1,000 for conference contests. Minnesota permits broadcasts but home games cannot be sponsored, so no money accrues from them. Games which the Gophers play away from home can be sponsored, but only to the extent of teams expenses.

In the Southland

"THE SOUTHERN Conference, comprising Washington and Lee, University of North Carolina, Clemson, Duke, Maryland, North Carolina State, University of Virginia, Virginia Military Institute and Virginia Poly ban broadcasts as a group.

"Yale has announced the sale of rights to broadcast its home games for a sum said to be $20,000 [Atlantic Refining Co. and Yankee Network]. Heretofore Yale's policy has been not to broadcast any of its sports activities and its recent action has started anew the question of commercialized college football.

"Harvard broadcasts only games which are sellouts and these are not sponsored. New Hampshire does not broadcast home games.

"West Point permits broadcasts in special instances, one Army-Navy game being sponsored by a radio manufacturer [Philco] on time donated by a national chain and proceeds given to the Salvation Army. New York University has broadcast only one game, its contest with Fordham last Thanksgiving. There was no sponsor.

"Sentiment at many schools where broadcasts are barred, corresponds to that of Coach Bible of Nebraska. He thinks that as soon as indebtedness resulting from big building programs is liquidated, the games should be put on the air. However, he thinks the universities should retain control of these reports which means that they could not be sold to sponsors for commercial benefits.

"Nebraska puts one game each year on the air, last season broadcasting the Minnesota contest and this season the Pittsburgh game. These attractions always draw a sellout crowd, thereby eliminating the loss of gate receipts whether put on the air or not. Biggest argument against broadcasting is that potential fans await the morning of the game before buying tickets. If the weather is bad, they stay home. Radio officials counter with the argument that many new football fans are made as a result of descriptions of games over the air, that these followers eventually find their way to the stadiums."

RESULTS OF POLL ON FOOTBALL BROADCASTS

These Schools Broadcast (*Either Sponsored or Sustaining*)		These Ban Broadcasts	
Arkansas	Northwestern	Alabama	New Hampshire
Baylor	Notre Dame	Clemson	New Mexico College
California	Ohio State	Colo. Mines	New Mexico
Chicago	Oregon State	Colo. State	North Carolina
Columbia	Oregon	Colorado	Oklahoma
Dartmouth	Pennsylvania	Conn. State	Penn State
Georgia	Rice	Cornell	Rhode Island
Idaho	St. Louis U.	Delaware	Tennessee
Illinois	Southern Methodist	Denver	Utah State
Iowa	Stanford	Duke	Vermont
Iowa State	Texas A. & M.	Harvard	Virginia
Kansas	Texas Christian	Kentucky	Virginia Mil. Inst.
Kansas State	Texas	Maryland	Virginia Polytech
Louisiana State	Army	Mass. State	Washington & Lee
Michigan	U. of Cal., Los Angeles	Mississippi	Western Maryland
Michigan State	Navy	Montana State	West Virginia
Minnesota	Washington State	Nevada	West Virginia State
Missouri	Washington	Nebraska	Wyoming
Montana State	Yale		

Sponsors Scramble for Football Games As Competitive Bidding Boosts the Cost

AS FAST as contracts can be signed, agencies and colleges are arranging for sponsorship of college football games or schedules. With the opening of the season hardly a fortnight away, the scramble for exclusive rights to games continues unabated.

So furious is the bidding for games that colleges are upping their prices as word spreads about five-figure prices that grid-minded sponsors are paying for outstanding teams. At least one court injunction is known to be in the wind and New York advertising circles are reeking with rumors of sponsor bitterness against their agencies as rights to big games are gobbled up by others.

Since BROADCASTING compiled first nationwide data on gridiron sponsorship [see Sept. 1 issue], reports have come in daily of new contracts. In one case announcement was made of sale of sponsorship rights by a Southern college, which later asked for more money when it learned that Yale had sold its rights for $20,000.

Leading football sponsors during the autumn, as previously reported in BROADCASTING, will be Atlantic Refining Co. on the Atlantic Seaboard and Associated Oil Co. on the West Coast. Associated's plans were completed well in advance of the season, but Atlantic Refining still is threshing out details involved in the group of special hookups set up by N. W. Ayer & Son Inc., its agency. Ayer also has been active in obtaining football rights for Kellogg Co., Battle Creek [BROADCASTING, Sept. 1].

Besides actual play-by-play accounts of games, sponsors still are booking time for pregame programs as well as Saturday evening resumes of scores. A novel angle developed during the fortnight when Coca Cola Bottling companies of Texas arranged for broadcasts in that market of pep rallies and of campus programs on Fridays and Saturdays, before and after games, from the larger universities of Texas to be carried locally and by leased lines over WFAA, Dallas.

As BROADCASTING went to press, Yale was the only college of the Big Three in the East to dispose of its sponsorship rights. Atlantic

(*Continued on page 53*)

Agencies Placing GOP Time; Political Radio Use Expands

Parties Already Are Booking Election Eve Time; Placements Vary as Campaign Strategy Shifts

HAVING met with no success in its efforts to persuade the networks to rebate agency discounts for political time placements, as was done in previous national campaigns, the Republican National Committee radio division has disclosed that it is now placing the William Hard broadcasts, its only regular series to date, through Lord & Thomas, Chicago, and that placements hereafter will be made by various established advertising agencies. Democratic radio headquarters from the outset began to place most of its time through agencies.

This policy decision was the major political radio development of the last fortnight, aside from additional time-buying by the partisan groups. The G. O. P. action follows the announcement by Hill Blackett, president of the Blackett-Sample-Hummert agency and radio director of the Republican National Committee, that his own agency would have nothing to do with Republican radio placements. What other agencies will be selected for the increased radio time-buying planned for the next six weeks before the election, has not been revealed.

Campaign Strategy

THE CAMPAIGN for the most part, up to now, has been a hit-or-miss affair so far as radio is concerned, except for the several scheduled series purchased by the Democrats and the William Hard series purchased by the Republicans. The last-named on Sept. 7 switched from the NBC-Blue network to a 69-station CBS network. Speaking from WBBM, Chicago, which is nearest to G. O. P. headquarters in the Railway Exchange Bldg. there, Mr. Hard is now heard Mondays through Fridays, 7-7:15 p. m. (EDST) on 13 stations, with a rebroadcast to the remainder 11-11:15 p. m. (EDST); however, 22 of the latter group on Sept. 28 after daylight saving ends, will shift to the earlier period.

The Republicans are continuing to buy network and station time according to the strategy of their campaign, with Col. Knox doing most of the broadcasting on single-time periods up to now and with Gov. Landon taking the air anew Sept. 12 with his speech from Portland, Me., on the NBC-Red network. All other major speeches by Gov. Landon will, of course, be broadcast on one or another network or on combination of networks, according to Mr. Blackett's decisions and according to ability to clear time. The Republican women's division also has plans under way for a series of programs five times weekly, featuring women, to be arranged by Mrs. Eugene Meyer, wife of the publisher of the *Washington Post*, but the time and the network had not been announced as BROADCASTING went to press.

G.O.P. plans also include several campaign speeches to be broadcast by former President Hoover, stumping the East starting Oct. 8 or 9. It was also learned in Chicago that, despite elaborate previous plans for the buying of transcription time, this is definitely out of the picture now—and presumably the political broadcasts will be confined to the networks between now and November.

Democrats are continuing their scheduled series [BROADCASTING, Aug. 1, Aug. 15 and Sept. 1] and have bought two more schedules on the Mutual Network as a preliminary to putting President Roosevelt himself on the air on sponsored time. The President, still speaking on sustaining time by virtue of his office, will open his active campaign for reelection with his speech before the Democratic state convention in Syracuse Sept. 29, which will of course be broadcast, probably on combined networks.

Thereafter, he will speak more or less regularly and time will be bought as needed. His eighth "fireside chat" from the White House Sept. 6, dealing with the drought and reemployment, was construed in partisan quarters as political — but it commanded sustaining time on the combined networks with various independent stations added at their own request. The fact that it had a political tinge led KFI and KECA, Earle Anthony stations in Los Angeles, to announce a ruling that the President's "fireside chats" hereafter must be paid for by the Democratic National Committee or else would be rejected when offered to those stations on the NBC networks. It is not likely, however, that any more such sustaining periods will be asked for by Mr. Roosevelt in view of his campaign broadcasts which will be booked like any other commercial periods.

On Election Eve

DEMOCRATIC radio headquarters in the Biltmore Hotel, New York, on Sept. 7 began a series of nine Monday broadcasts, 10:45-11 p. m. (EDST) on 12 Mutual stations, WOR, WGN, WLW, CKLW, WCAE, WGAR, WGR, WAAB, WNBH, WMAS, WORC, WFEA, WLLH, with WOL and WSAR to be added Sept. 28. The same network has also been engaged, starting Oct. 2 and running through Oct. 30, for a Friday night series, 10:45-11 p. m., to feature guest political speakers. U. S. Advertising Corp., New York, placed the account.

The Democrats plan to transcribe all of these programs, and place them on various stations. Radio & Film Methods Corp., New York, will do the transcribing.

While more time will be purchased by Democrats during the next six weeks, and while Radio Director William B. Dolph, manager of WOL, Washington, repeats that he will seek to purchase clear time so far as possible, no other definite arrangements for time purchases had been made up to the time BROADCASTING went to press except for the reservation of a full hour period the night of Nov. 2.

Between 11 and 12 o'clock on the eve of the elections of Nov. 3, the Democratic National Committee will fire its final radio shots over the combined CBS, NBC-Blue and basic Mutual networks.

GOP RADIO STAFF
Fleet of Sound Trucks Being Sent From Chicago

Mr. Warriner

HEADED by Hill Blackett, president of Blackett-Sample-Hummert Inc. as radio director, Republican National Committee radio headquarters in the RailwayExchange Bldg., Chicago, is manned not only by a large office staff but by a corps of radio technicians on its own payroll. Charles H. Warriner, of Topeka, is in charge of all Landon broadcasts and public address systems, and with Henry A. Rahmel accompanying Landon on all his tours in his special train fully equipped with radio.

With Col. Knox are James D. McLean, in charge of radio, and Robert C. Mulnix, his assistant in charge of p.a. Traveling with Chairman John Hamilton is Dean Bailey. Knox and Hamilton use sound trucks on their trips, and a fleet of 15 more is now being sent into the field by the G. O. P. radio headquarters.

Equipment for the Landon train and the Knox and Hamilton sound trucks was supplied by Collins Radio Co., Cedar Rapids, Ia. It consists of five 12X amplifiers, two bridging amplifier bays which contain 28 single-stage bridging amplifiers arranged in independent groups of seven. Microphones are placed in front of the speaker and are connected to duplicate amplifiers, so that networks, stations, newsreels and public address systems can be readily hooked in.

Democrats Using Big State Hookups

PURCHASES of special state hookups for its political drive are featuring radio activities of the Democrats. On Sept. 21 the Democratic National Committee will start a series of speeches over a network of Pennsylvania stations, first formed to carry programs sponsored by the Pennsylvania State Committee.

Fifteen 15-minute broadcasts will be carried on as many evenings over an 18-station hookup comprising WFIL, WRAW, WCBA, WEST, WAZL, WORK, WGAL, WGBI, WBRE, WKOK, WRAK, WFBG, WJAC, WHP, WKBO, WLEU, KDKA and WTBO, the latter in Cumberland, Md. The dates are Sept. 21, 22, 28 and 29, Oct. 5, 6, 12, 13, 19, 20, 26 and 27, all 10:15-10:30 p. m.; Oct. 26, 6:30-6:45 p. m.; Nov. 1, 4:45-5 p. m.; Nov. 2, 9:30-9:45 p. m. In addition, transcriptions recorded by RCA Victor Co. will be carried on these stations.

This network is independent of the state committee's own hookup of 17 stations keyed from WFIL, which started Sept. 7 and will run 13 times on a varying schedule. The state committee is also placing discs on Pennsylvania stations.

The week of Sept. 8-13, Democratic National headquarters ran a state series in Maine, using WCSH, WLBZ, WRDO and WAGM, to back up the primary campaign there, to which the Republicans sent Gov. Landon as their speaker.

Network Arranged For Fr. Coughlin

Special Hookup of 36 Stations For Saturday Half-Hours

ARRANGED personally by Father Coughlin, with the assistance of Manager Leo J. Fitzpatrick of WJR and General Manager Fred Weber of Mutual Network, a special network of 36 or more stations carrying half-hour political talks by the Detroit radio priest was scheduled to get under way Sept. 12. Placed through the Albert M. Ross Agency, New York, the series, scheduled for Saturdays 8-8:30 p. m. (EDST) and the same time when standard time resumes after Sept. 27, will run for 12 weeks or more, carrying through the November elections.

Father Coughlin himself is the sponsor and his network was built up with the four basic units of Mutual as a nucleus. His arrangement of the schedule marked a departure from his earlier announced plans not to resume his fall-winter Sunday afternoon broadcasts until after the first of the year, but to appear only occasionally on the radio during the campaign as a speaker for the Union Party on its sponsored time.

May Add More Stations

THE HOOKUP is nationwide in scope, including the CBS-owned KNX, Hollywood, and the CBS-optioned station KSFO, San Francisco. Because CBS policy opposes sponsored talks by religionists, Father Coughlin himself paid a visit to CBS headquarters in New York Sept. 9 and secured permission of Edward Klauber, CBS executive vice president, to include those stations—both of which during the last year have been units of the priest's independent network for his Sunday afternoon series. Neither is as yet taking CBS programs, but are scheduled to start Jan. 1 when they probably will discontinue the Coughlin series if extended beyond then.

More stations may be added, but the lineup as BROADCASTING went to press Sept. 11 was as follows, each station securing its card rates minus a pro rata of the line charges:

Mutual Network — WOR, Newark; WLW, Cincinnati; WGN, Chicago; CKLW, Detroit-Windsor.

Colonial Network—WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WMAS, Springfield; WORC, Worcester; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WLLH, Lowell; WSAR, Fall River.

NBC Affiliates—WFIL, Philadelphia; WCAE, Pittsburgh; WBAL, Baltimore; WSYR, Syracuse; WRVA, Richmond; WGAR, Cleveland; WIRE, Indianapolis; WSM, Nashville; KOIL, Omaha; KWK, St. Louis; WABY, Albany; KSO, Des Moines; WMT, Cedar Rapids; KSTP, St. Paul; WREN, Lawrence, Kan.

CBS Affiliates — WJR, Detroit; WCAU, Philadelphia; WGR or WKBW, Buffalo.

Independents — WOL, Washington; KNX, Hollywood; KSFO, San Francisco; KFEL, Denver.

JACK BENNY'S new movie, *The Big Broadcast*, will kid the radio business. He stars as an agency official. Gracie Allen is sponsor and others featured are Bob Burns, Bing Crosby and Sam (Schlepperman) Hearn.

Air and Errors—Tales of Bygone Days

Unexpected Thrills for Both Audience and Broadcasters Marked Radio's Adolescence a Decade or So Ago

TO THE OLDTIMERS who remain in the business, radio, with all its carefully plotted, conscious humor, will never again be as funny as in the old days, when broadcasting was a hectic, madcap affair, which ran along much as it pleased, sans schedules, sans rules, sans everything.

There were no air comics or gag men. Indeed, they were not needed, for looseness of operation provided belly laughs galore for amazed listeners as unexpected, ludicrous happenings took place during many of the catch-as-catch-can broadcasts.

A Witch's Progeny

A STORY lady was telling about the fairy princess who was rescued from the toils of the evil giant by a witch's son. The control man handling her program wig-wagged her frantically, but without avail, as she mentioned frequently, throughout the broadcast, how odd it was that such a nice young man should be a son of a witch. The

sponsor of the program, an unbeguiling baker, received dirty looks from mothers for some time afterward.

With quite good intentions, as a matter of educating its listeners concerning the regulations and enforcement of vehicular traffic laws in a local safety first campaign, a station began broadcasting a series of programs direct from one of the police courts. When the first broadcast went on the air, it happened that, instead of a traffic case, an Irish gentleman charged with peace disturbance was being heard.

"So when I came out to me front yard, you honor," the defendant was saying, "I did not have the least bit of a thought to be doing anywan any harm, at all. O'Toole was standing at me front gate and he called me a dirty son of a so and so."

The amazed announcers sprang to their controls, but too late. The naughty word had thundered into thousands of receiving sets.

Another station made much of the fact that it was going to broadcast the first blow-by-blow description of a boxing bout ever put on in its territory. On the night of the bout, while the event was on the air, the station received word of the sudden death of the mayor. What to do? The studio announcer excitedly put on the flash at once, without notifying the ringside announcer his broadcast was being broken into.

"Station WAX regrets to announce, ladies and gentlemen," the studio announcer rapidly read, "The sudden death of Mayor Doe. He died at his home tonight, soon after being stricken by a heart attack."

The studio announcer then threw the program back to the unsuspecting ringside announcer, whose voice chimed in at the end of the flash, picking up perfectly where the studio announcer had left off: "It was quite a blow, ladies and gentlemen, but it doesn't mean a thing."

Another station used to conduct its auditions after sign-off at 10 p. m. each Tuesday. As a matter of predetermining the air qualities of voices and acts, the auditions were conducted over a microphone hooked into a loud-speaker system, over which the program director listened. The microphone also was hooked into the broadcasting transmitter of the station which, one Tuesday, the engineer failed to silence.

Hubby Was Dialing

THE ENTIRE audition, in all of its informality, with now and then a "damn" and worse, went on the air. It happened that a young married woman who, unsuccessfully, had been up for auditions several times, was there that evening. She had become rather well acquainted with one of the announcers to whom she remarked: "Come on over to the Dells when you're through, George, and I'll buy a drink. The Old Man got paid today."

As the announcer and the young woman were having their drink an infuriated husband walked in on them. The announcer suffered a broken nose and numerous contusions.

Because of poor acoustics, a fashionable church located just across the street from the antenna of a radio station, installed a loudspeaker system. One Sunday morning, in the midst of the minister's sermon, the wires of the system unaccountably picked up the program of the radio station. A blaring dance band playing "Kansas

City Kitty" became an astounding part of the services.

Deity Desecration

A SMALL eastern station used to operate with a one-man staff on Sunday mornings. The feature program was a popular 15-minute transcribed sermon. The youth who formed the Sunday morning staff customarily placed the transcribed sermon on the turntable, started it playing, then dashed out for a snack of coffee and doughnuts.

One Sunday morning the transcription opened with a hymn, followed by a prayer, which began: "Oh, Jesus Christ, our Lord and Saviour, etc."

On this occasion, when he returned from his coffee and doughnuts, the telephone was ringing. The angry voice of a woman greeted him with: "I've never heard such blasphemy! And on God's Day, too! I'll never listen to such a wicked station again!"

Looking around, he found that the transcription had stuck in a faulty groove. Instead of giving the complete prayer, the disc had been shouting over and over again, for ten minutes, "Oh, Jesus Christ; oh, Jesus Christ."

The listeners, too, had their little joke now and then in the old days. Through one of these listener pranks, a man who used to play Santa Claus over the air for several weeks preceding each Christmas, was cured of his habit of

chiseling cigars out of his listeners.

His method was to read a letter from little Mary Jones and adroitly comment that the cigar which Mary sent him had certainly been appreciated. Naturally, after this broad hint, many other little Mary's would mail in cigars at once. Santa quit chiseling, however, when a fine cigar, mailed in by a listener, exploded in his theoretical whiskers.

An announcer who had to read a bedtime story each evening, hated the task. He ended all of the stories with the stock phrase, "So go to bed, now children; go to bed and go to sleep."

Not for the Kiddies

ONE NIGHT, more peeved than usual at his program, he threw the switch to close the microphone and muttered: "And, as for me, you little so and so's, you can go to hell." The switch, as it happened, did not close the "mike" and the announcer's afterthought, to the horror of listening mothers, went on the air.

Obviously, radio broadcasting today is a highly organized efficiently conducted business as it necessarily must be, in order to keep pace with its rapid development. But the oldtimers in the business find themselves often yearning for the good old days, when radio was a hectic, madcap affair and a phonograph record was a phonograph record.

NBC Special Events

WITH the appointment Sept. 3 of Don Thompson, sports announcer, as producer in charge of special events at NBC's western division, San Francisco, NBC completed its plans to place special events and the supervision of news broadcasts under single managers in each division. Mr. Thompson will work under Lew Frost and will quit announcing. In August NBC in New York named A. A. Schechter as manager of special events and news, and on Sept. 1 the Chicago division named Kenneth D. Fry to the same post there.

ABC Slashes Staff To Avert Collapse

TO AVERT possible collapse, the newly reorganized board of directors of Affiliated Broadcasting Co. on Sept. 5 began a retrenchment campaign which eliminated from the network payroll all personnel not absolutely essential in keeping the network on the air. Only the engineering staff and the studio orchestra, which under the stringent rules of Chicago's Militant Federation of Musicians had to be kept intact if the network were to stay in business, escaped the axe that cut deeply into all other departments, eliminating entirely publicity and sales promotion.

Earlier in the week, with the musicians refusing to play unless cash was immediately forthcoming and only a few hours before the telephone company's deadline, the directors sent an S.O.S. to station managers and in joint assembly decided on a new regime of strictest economy. Ogden Ketting, associate of Samuel Insull, withdrew from the board in favor of H. B. Walker, part owner of WEOA, Evansville, Ind., and WBOW, Terre Haute, whom the station men put forward as their representative. This move cost Insull control of the board and of the company. A loss that was made extremely clear when Isull's private secretary was one of the first to be cut from the payroll. A new monthly budget of $25,000 was set up, the directors vouching for $20,000 and the station members agreeing to come through with $5,000.

Under these conditions, with reduced budget and balance of power resting with Walker, fifth member of the board, with Insull and Charles Brown balanced against George Buffington and T. E. Quisenberry, the ABC hopes to hold out until the expected fall business relieves the situation.

Out in the ABC shakeup are George Roesler, as sales manager; Bruce Robertson, publicity, and David Crosier, in charge of the New York office, which has been closed. Last June the staff all took a 40% pay cut as the network's first retrenchment move. Since the network was organized last May nearly $250,000 is said to have been spent on organization and development, of which $76,000 was raised by Mr. Insull and his friends and $174,000 by a Chicago banking house.

Ayer Gets World Series

THE likelihood that Ford Motor Co. will again sponsor the World Series early in October loomed large when it was learned officially Sept. 11 by BROADCASTING that N. W. Ayer & Son, New York, the Ford agency, has secured an option on the radio rights to the series. This means that Ford will be offered the first opportunity to sign commercial rights, but up to time of going to press the closing of arrangements was not ready for announcement. Combined NBC and CBS networks are again expected to carry the series.

STARTING Sept. 20, a special hookup of WJAY, Cleveland; WSPD, Toledo; WKBN, Youngstown, and WADC, Akron, will carry a series of three one-hour Sunday afternoon political programs with music and entertainment sponsored by the Republican state committee.

Does Radio Need New Sales Technique?

Salesmen Advised to Follow-Through After Contract Is Signed; Radio Not a Supplementary Medium

By WILLIAM B. GELLATLY
Sales Manager, WOR, Newark

THERE'S more to selling than mere selling. Mr. Gellatly, who knows about salesmen and salesmanship, notes that radio has bid good-bye to the old-time salesman who let the matter drop after the dotted line had been duly autographed by the hopeful sponsor. A lot of purveyors of radio time don't do justice to the medium, he believes, and herewith culls a number of choice observations from the storehouse of his experience in a market where selling is an art.

SINCE ITS inception radio has frequently called upon the selling forces of the newspapers and magazines to fill the gaps in its sales staffs. That many of these men have proven their value over and over again is beyond dispute. But radio has changed, and so have the requirements covering the men the industry will now employ.

Radio is no longer a toy. It has become an established advertising medium. It has automatically built for itself a new selling outlook. The advertiser who eight or ten years ago permitted his name to be tagged to a series of transmitted jazz selections, exists no longer. Radio has grown up. And if this year proves to be as successful as present indications promise, radio has become a necessity to the success of thousands of local and national advertisers rather than a competitor for a place in the sun as a seller of products and services.

More Than a Supplement

A MAN may be a respected veteran in the selling of newspaper and magazine space and yet suffer from one popular misconception which will serve as an obstacle to the successful closing of a radio sale. Shrewd as he may consider the modern buyer of time on the air, he forgets that advertising, and business in general, still display a sorry lack of people who can intelligently discuss radio as an advertising individuality rather than the supplement to a printed media campaign. There has been a radical change in radio selling during the past two or three years. The old one-two boy has given ground to a new type of intelligent representative fundamentally schooled in the methods of the spoken word.

The modern radio salesman enters the picture at the moment of the first contact. He then not only clinches the sale, but follows through on the entire radio campaign, checking production, cast, script, and delivery at all times. He assumes the role of watchdog although he does not actually produce the show. All the complaints, additions to the program, last-minute script changes, merchandising efforts, etc., are dumped into his lap by the agency and the sponsor.

I speak here primarily of the independent radio station representative, not the network representative. The latter rarely, if ever, encounters the problems of his radio brother.

Psychologically, the independent station representative is completely disassociated from the printed word insofar as it concerns radio transmission of an advertiser's idea into millions of homes. It is true, of course, that he must be familiar with all forms of advertising media if he is to discuss intelligently the principles governing broadcast advertising. He must be acquainted with the fundamentals governing the careful and successful plotting of the newspaper, magazine, direct mail and billboard campaign, but his understanding of radio advertising and what radio advertising has to offer the prospective sponsor or advertising agent, must be more intensive, thorough, and intelligent than his understanding of any other form of modern advertising.

Such an understanding is not acquired in the process of day-to-day selling. Only by training men and women to adapt themselves to this new medium can the right attitude be developed. And, in some cases, it is effort lost. The modern radio representative must have a feeling for things dramatic. In other words, he should have a feeling for theatrical as well as selling values.

Selection of Prospects

THE MODERN seller of time on the air should also bear in mind that there are advertisers who can and should use radio and that there are advertisers who can't and should not use radio. Very often the novice salesman is tempted to recommend radio to all advertisers. But there is no more reason for all advertisers using radio, and radio alone, than there is reason for all advertisers to use billboards, direct mail, newspaper, magazine and other forms of advertising alone. Only by an intelligent selection of prospects can the modern seller of radio time merit the constant success that will, in turn, enhance the established value of the medium he represents.

If there were one dominant requisite the modern seller of time on the air should possess, it would be a mind attuned to radio advertising as a medium within itself capable of spurring a product on to local or national acceptance, and as a necessary part of any well-planned and intelligently placed advertising campaign.

When I mentioned previously that the modern seller of time on the air should have a feeling for dramatic values, the statement deserved some qualification. Perhaps he is utterly incapable of putting words on paper in dramatic sequence, but he should be capable of presenting the prospective sponsor's product in dramatic terms. This does not mean that radio should be sold theatrically. Rather, radio should be considered as showmanship and sold as a dramatic medium with due respect to the thought given any successful radio campaign.

The perfect seller of time on the air should be able to glance at a commercial announcement and know whether it is the type of material that will prove of value to the advertiser and acceptable to the listener. This is a simple statement to make in print. One will always encounter those individuals who know what they want and insist upon having it. It is here the salesman's own diplomacy and reasoning is offered the opportunity to display itself and protect both the advertiser and the medium he represents.

MR. GELLATLY

Next the Program

IF THE PRODUCT to be advertised over the air has been found adaptable to the medium, and the station or stations to be used has been decided upon, the next step is to determine the program policy. This, in itself, is a vital part of the radio salesman's technique and though he may call the station's specialists into conference on the matter before he will assume the responsibility of making a decision, he should be thoroughly acquainted with the fundamental principles governing the station's program policy.

Such a decision is not arrived at by mere haphazard judgment. The modern radio station makes an intensive study of the advertiser's business and his product in the first step of formulating a program policy. Only by being thoroughly familiar with the advertiser's product and just what the advertiser wishes to do, can the program planner strike that happy note which will lead to the eventual success of selling not once, but consistently.

Another vital factor to be considered by the modern radio salesman, is position in the broadcasting time schedule. Some advertisers and their agencies call in a salesman with a preconceived idea of where their program should be located in the station's time on the air. In this day of advertising agency radio specialists, the radio salesman often has little or nothing to say regarding this matter unless the time should not be available.

But, in the long run, he should know whether the time selected is the right one. Only by such fundamentally vital understanding of radio and the station he represents can he hope to command the respect and attention due him and the quota of business he has been instructed to expect.

Syracuse Case Will Test Music Copyright Rights; Injunction Is Refused

AN APPLICATION by ASCAP to enjoin a night club orchestra in Syracuse from performing 25 numbers was denied Sept. 4 by Federal Judge Bryant in the two-year old case of ASCAP against Elm Lodge Inc. ASCAP asked for an order restraining orchestras used by the lodge from performing certain songs on the ground that they have been performed without payment of copyright royalties. Eleven publishing houses joined with ASCAP.

Judge Bryant refused the injunction "because the grounds or facts in the affidavits were in dispute and because there appeared no reason why a speedy trial of the issues cannot be had." Further, he held there would be no irreparable damages caused by such delay.

In an affidavit, Lawrence Kelly, director of the orchestra at the lodge, declared there is "nothing new in the world in swing music." He held that all music is public property and that no one is able to specify what is original in swing music and what isn't, since there are only 13 notes, and those notes have been written in various forms "since the beginning of civilization."

Albert Averbach, counsel for the Lodge and general counsel of the Music Users Protective Association Inc., declared the Elm Lodge cases test for the first time the entire structure and value of a copyright certificate on a musical composition "and it necessarily follows that ASCAP's entire setup is in jeopardy. These test cases are necessarily of far reaching effect not only to the broadcasting industry but to all users of music."

Pond's Cream on Blue

LAMONT, CORLISS & Co., New York (Pond's creams) after a lapse of over a year will resume network broadcasting for 26 weeks on 25 NBC-Blue stations beginning Oct. 6, Tuesdays, 9:30-10 p. m. The program will be *Husbands & Wives*, now on NBC-Blue under sponsorship of Standard Brands (Fleischmann Yeast), which gives it up Sept. 27 and resumes *Believe It or Not Ripley* Oct. 4. J. Walter Thompson Co., New York, handles both accounts.

INCREASED SALES THROUGH WREC's NEW *Greater Coverage*★

"INCREASED POWER INCREASED COVERAGE INCREASED SALES"

—*says* **F. B. Collins,** ***Manager, Swift & Co. Refinery, Memphis***

"In a nutshell," says Mr. Collins, "Jewel Cowboy programs over WREC are now reaching more people in the vast Mid-South area than ever before. Our programs are getting good coverage in Evansville, Indiana, to the northeast, and westerly, are going well into eastern Oklahoma, an increased coverage of more than 200 miles. WREC's coverage in general has increased in proportion. Summed up, this has meant for us a nice increase in sales of Swift Products."

"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

New Transmitting Plant—Broadcasting Power Doubled

★ APRIL 26—WREC opened its new wide-range Transmitting Plant—Memphis' most modern.

★ JUNE 14—WREC increased its Broadcasting Power from 2,500 to 5,000 Watts.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Dramatized Discs Used by Bosch in Selling to Dealers

Novel Broadcasts Successful In Obtaining New Orders

DISC dramatizations are used by United American Bosch Corp. to sell its CentrOmatic radio receivers to dealers, a novel sales idea that the company claims is meeting with extraordinary success.

The plan centers around a series of one-minute spot dramatizations, electrically transcribed, which American-Bosch furnishes to its distributors and dealers. An American-Bosch distributor arranges for the broadcast of one of these announcements at certain time every day, preferably 3 p. m. A little before 3 each day a distributor's salesman calls on a dealer and sets up a sample radio set. He tunes in the station carrying the program. The dealer hears an entertaining dramatized human interest broadcast that tells him the selling features of the set, while the quality of reception is audible proof of the claims made for it. The effect on the dealer is made even more compelling when the salesman reminds him that hundreds of his customers are listening to the same message at the same time.

Dealers Like It

THUS the dealer is sold on the set, its quality and the power of American-Bosch advertising at one and the same time. The surprise value of this "stunt" is so compelling that distributors report amazing success with it, especially with hard-to-sell dealers.

The same technique, of course, has been adopted by dealers in selling American-Bosch sets to customers both in the store and in the prospect's home.

The transcription which American-Bosch supplies consists of 13 one-minute human interest "playlets" centering around the new American-Bosch CentrOmatic radio. Each recording provides an extra 10 seconds for local announcement of dealer's name and address. The dramatizations are available on a single double-faced record. American-Bosch Radio is made by the United American Bosch Corp. E. T. Howard Co. Inc., New York, is the agency.

Calumet Goes Net

GENERAL FOODS Corp., New York on Oct. 4 begins its first network series for Calumet baking powder on 50 NBC-Blue stations, Sundays, 5-5:30 p. m. The program will have Phil Lord interviewing famous personalities each week and will be titled *The Great American Program*. Contract is signed for 52 weeks and was placed through Young & Rubicam Inc., New York.

Remington Rand Adds

REMINGTON RAND Inc., Buffalo (typewriters & office equipment) on Sept. 6 began a series of four weekly Transradio news reports on WOR, Newark, along with three weekly sports broadcasts by Stan Lomax. On Sept. 7 the sponsor started Norman Brokenshire on WINS, New York, in a series of noon INS news reports five days a week.

LET'S WEEP WITH DEAR OLD ASCAP

MORE AND MORE sorrowful become the plaints of ASCAP's chieftains over what radio is doing to music. The other day Gene Buck, ASCAP's president, that gaunt and amiable "White Eagle" with a penchant for tear-jerking in the best manner of Tin Pan Alley, prepared to disembark from the luxurious vessel that brought him through the Panama Canal to New York after a long trip to California that even kept him away from the final ASCAP-Warner debacle. Quoth he to ship news reporters, ever on the lookout for "good copy":

"I am greatly disturbed about the future of any music written today. In the old days, prior to radio broadcasting, it took three or four years for an American song to sink into the hearts of the people. Today, with more than 600 broadcasting stations, the popularity of any song, no matter how splendid it is, lasts no more than six weeks."

What genial Gene didn't tell the reporters was that ASCAP, thanks to radio, is today gleaning the richest harvest in its history—$4,000,000 this year from radio, as against only about half a million in the good old days of 1929; that song-pluggers for ASCAP, as for others, are still falling over one another besieging the radio studios to perform their music, even to the point of offering gratuities to orchestra leaders, performers and arrangers; that ASCAP, thanks only to an antiquated copyright law, has gotten by with figurative murder in exacting arbitrary royalty fees not only from radio but from hotels, movie houses, innkeepers, restauranteurs and other small business establishments; that ASCAP is fighting tooth and nail to perpetuate that good old law.

When ASCAP's income drops below what it was before radio came on the scene, perhaps we can join in genial Gene's plaintive wails and make them a real community sing. But ASCAP's officers and publishers and song writers and lawyers, we note, are still not suffering from the want of super-power cars, magnificent estates and costly diamonds that characterize the higher moguls of Tin Pan Alley.

FCC Will Investigate Possible Cut in Rates For Radio Line Hauls

BY THE changed plan of the A.T.&T. investigation through a Telephone Division interstate rate inquiry order, issued Sept. 10, broadcasters now have presented the hope of a reduction of line charges through the FCC. The A.T.&T. investigation previously had been pursued along the lines of a fact-finding probe with the objective of gathering material for future rate reduction moves, but under the new order the FCC now will plunge into a specific rate reduction inquiry.

The Telephone Division order is directed primarily at telephone long distance rates, but the broadcast program transmission charges will form a part of the new investigation. The FCC already has gathered a mass of material from broadcasters about alleged discriminatory and unreasonable broadcasting rates through a questionnaire sent to the 635 radio stations in the country which filed their answers Aug. 15. The questionnaires are now being digested by the telephone investigation staff for presentation at future hearings.

No date has been set for the rate investigation hearings but probably the proceedings will be commenced late in the fall. The A.T.&T., under the rate order has been called upon by the FCC to justify the reasonableness of its rates, services, classifications, practices and regulations.

Philco Local Discs

PHILCO RADIO & TELEVISION Corp., Philadelphia (radio receivers) is preparing a series of quarter-hour WBS transcriotions to run either 13 or 26 times and to be placed by its local distributors. Philco stands the cost of the discs, the distributor paying the station time. Hutchins Adv. Co., Rochester, N. Y., has the account.

Bridgeport (Conn.) Times-Star

"What luck! A piano recital just when I'm supposed to be practicin' my piano lesson."

LADY PEACE AIRED

Shortwave From Harry Richman Broadcast by WOR

WOR, Newark, stayed on the air all night Sept. 2 to broadcast hourly bulletins received at Newark Airport from *Lady Peace*, winging the Atlantic with Harry Richman, singer, and Dick Merrill, pilot. A Western Electric 50-watt telephone transmitter on the plane brought Richman's voice to Newark until the ship was 2,100 miles out, when communication was relayed via London.

Recordings of Richman and Merrill as they voiced farewell messages and roar of the takeoff were used at intervals as atmosphere for bulletins on WOR. Transradio teletyped bulletins to its clients from the airport. Shortwave programs from a plane which convoyed the *Lady Peace* for a hundred miles were picked up by WOR and relayed to Mutual network.

DEEMS TAYLOR, composer, critic and journalist, on Sept. 11 was named CBS music consultant, to advise in coordinating serious music.

Federal Housing Offers New Transcribed Series For Local Sponsorship

FEDERAL Housing Administration announced Sept. 13 an offering of a series of 13 quarter-hour transcriptions to be offered stations as available for local sponsorship featuring an entirely new theme. Transcribed for FHA by NBC Transcription Service, the series has been produced under the immediate direction of George 1 Van der Hoef, radio director of FHA, and constitutes the most ambitious transcription project yet undertaken by that agency.

The programs are dramatizations of famous American homes such as the Graigie House (Longfellow's home), Monticello (home of Thomas Jefferson), "Home Sweet Home", etc. "They will make a very effective series of programs which any local sponsor in a business or service associated with home building, financing, improving and maintenance will be glad to sponsor", Mr. Van der Hoef asserted.

All contacts with stations on the series will be made through Mr. Van der Hoef's office. The series, already on a test basis, is on WRC, Washington, which procured a local realty sponsor the first day it was offered. Author of the series is Raymond Scudder, of NBC's New York continuity department. Reginald Thomas, of NBC Transcription Service handled production under the direction of Lloyd C. Egner, manager of NBC Transcription Service.

The series is being made available by FHA to stations at no cost except transportation covering the return of the recordings. The 15-minute discs allow two minutes for commercial announcements.

Special Hookup Renewed By Department Stores

THE cooperative 45-minute series staged by big department stores on an independent network has been renewed for 39 weeks, effective Sept. 10, with a number of additional stores understood to be planning to join the project for the local tieins.

Originating at WOR's New York studios, the program is keyed to WNAC, WBAL, WGAR, WABY, WGR, WGBI, Thursdays, 9-9:45 a. m., with repeat at 10 a. m. for CKLW, WGN, WSM, WCOL and the Michigan Network. The repeat will be discontinued after the Sept. 27 program. Prominent fashion editors are guest speakers on each program, with name orchestras appearing for one-time performances. Dorland International Inc., New York, places the account in association with Ben Rocke Productions Inc., New York.

New Agency Formed

VANDERBIE & RUBENS Inc., is the firm name of a new advertising agency formed in Chicago, with headquarters at 540 N. Michigan Ave. The principals are H. S. Vanderbie and Walter L. Rubens. Among the accounts listed for the agency are Murine Co., Chicago; Nacor Medicine Co., Indianapolis; Sunsol Products, Chattanooga; Hamlin's Wizard Oil, Chicago; Rhodius Perfumes, San Antonio, and Swartchild & Co., Chicago.

New Corporation To Supplant CRC In Dominion Radio

Nine Governors Are Appointed To Take Office Nov. 2

(*Special to* BROADCASTING)

OTTAWA, Ont., Sept. 11—In line with his avowed intention of eliminating the Canadian Radio Broadcasting Commission and setting up a new structure for the regulation of broadcasting in the Dominion, Prime Minister King last night announced the appointment of nine governors for a Canadian Radio Corporation, all to take office Nov. 2.

Headed by L. W. Brockington, Winnipeg attorney, as chairman, the new board is composed of publicists, educators, showmen and financiers and the preponderance of the former points to the likelihood that it will be expected to "sell" more strongly the idea of nationalized broadcasting to the Canadian public.

Manager to Be Named

NO ANNOUNCEMENT has yet been made regarding the fate of the present three commissioners, but it is expected that Chairman Charlesworth may be given a place as a program executive. The new board, consisting of one man from each province, will recommend a general manager for Canadian radio and an assistant before Nov. 2 when the new Radio Act goes into force.

Vice chairman is Rene Morin, managing director of the Trust Generale du Canada, Montreal. Other members are: Brig. Gen. Victor Odlum, former newspaperman, now a Vancouver broker; J. W. Godfrey, Halifax barrister and former Rhodes scholar; Prof. A. Vachon, Laval University, Quebec; Wilfred Bovey, Montreal barrister formerly on the faculty of McGill University; N. L. Nathanson, of Toronto, president of Famous Players Corp. of Canada and Canadian Paramount Corp. Alan B. Plaunt, Toronto journalist, who is credited with instigating the idea of Canadian nationalized broadcasting; Mrs. Nellie McClung, author, of Victoria, B. C.

* * *

THE Canadian Radio Broadcasting Commission now comprises Hector Charlesworth, chairman; Col. C. A. Chauveau, vice chairman, and Lieut. Col. W. Arthur Steele, the latter an Army officer who is expected to return to duty or to go on the retirement list. It was formed several years ago to regulate Canadian broadcasting along the lines of American regulation so far as technical assignments are concerned, but also was instructed to acquire stations and provide station and network programs. During its life it has taken over, chiefly by purchase, seven stations and has provided a network program service which has regularly exchanged programs with the American networks. Lack of funds precluded its elaborate plans for further nationalization, with station owners naturally opposing such moves.

Long in disfavor with the party which succeeded Premier Bennett's, which organized it, and embroiled in partisan politics during the recent campaign, the Commission's life was extended from time to time but for only short periods. Premier King during the election campaign promised a change, which he has now effected.

Frequently mentioned as a possibility for the directorship of any new setup inaugurated was Maj. Gladstone Murray, Canadian-born executive of the British Broadcasting Corp. and a former Canadian newspaperman and Rhodes scholar. It is believed he would accept the post if offered, bringing to Canadian regulation his experience with the nationalized British radio system and his liberal attitude toward the so-called American system of private, competitive enterprise supported by advertising revenues. Another man mentioned for the post is Reginald Brophy, onetime manager of CFCF, the pioneer Canadian Marconi broadcasting station in Toronto, a Canadian citizen, who is now station relations manager of NBC in New York.

ONCE IN A LIFETIME—Staged in Des Moines over the Iowa Network when enterprising Bill Spargrove, announcer, brought together for the first time on the same broadcast presidential announcers for rival NBC and CBS networks. Shown here, left to right, are Bob Trout, CBS presidential announcer, Dale Morgan and Bill Spargrove, Iowa Network announcers, and Carlton Smith, NBC presidential announcer. The occasion was the assemblage of the President and six Midwest governors, including Gov. Landon, in the drought conference Sept. 3. Iowa Network, through Ranny Daly, program director, handled special remote setups for KRNT (feeding to CBS) and KSO and WMT (feeding to NBC).

Seeks 50 kw. in Toronto

CFRB, Toronto, one of Canada's three most powerful stations, has filed application for a power boost 50,000 watts on the Canadian exclusive clear channel of 690 kc. Meanwhile, CFRB is spending $30,000 during September in renovating its 10,000-watt transmitter. A new transmitter house is being built at Aurora, 25 miles north of Toronto, where a 1,000-watt shortwave transmitter to operate on 6070 kc., CFRX, is also being installed. The station is owned by Ted Rogers, of the Rogers-Majestic Co., who recently bought controlling interest in CKLW, Windsor-Detroit. All transmitting tubes in CFRB and CFRX are built and designed by Rogers at his own tube factory, which manufactures Rogers, Deforest-Crossley and Majestic radio sets in Canada.

TRANSFER BY WHIO CAUSES CONFUSION

SIGNING OF WHIO, Dayton, by CBS under a five-year contract, has precipitated a new furore in Midwest network broadcasting. Departure of the Dayton station from NBC will break up the three-station circuit aligned by NBC as an alternate choice for WLW, Cincinnati.

The five-year contract was negotiated Sept. 5 by James M. Cox, former governor of Ohio and his son, James M. Jr., with Herbert V. Akerberg, CBS station relations vice president. WHIO is affiliated with the *Dayton Daily News*, of which Gov. Cox is publisher. It has been an NBC optional outlet for the last two years. WSMK, Dayton, present CBS Dayton outlet, will terminate its connection by virtue of a contract cancellable upon 90 days notice.

NBC has made available to its clients a combination of WCKY, Cincinnati; WIRE, Indianapolis, and WHIO. This has been an optional group along with WLW, which individually was classified as optional.

It was stated at CBS that no effort is being made to align either WCKY or WIRE, since the network has affiliates in both Cincinnati and Indianapolis, these being WKRC and WFBM respectively. More than likely, arrangements will be made whereby WHIO will join CBS in advance of the 90-day period.

Bernard Cohn Is Named Sales Manager of WREC

BERNARD L. COHN, president of Lake-Spiro-Cohn Inc., Memphis agency, has resigned that post to become commercial manager of WREC, Memphis, according to an announcement Sept. 10 by Hoyt B. Wooten, president and owner of the station.

Mr. Cohn is former publisher of the *Memphis News-Scimitar*, and has had wide experience in the business end of the newspaper field. His agency handles such national accounts as Plough's Inc., Health Products Inc. and St. Joseph's Laboratories. Mr. Cohn, Mr. Wooten declared, fills a newly-created post on the executive staff of the station, which recently installed completely new equipment.

Simultaneously, Mr. Wooten announced promotion of Hollis Wooten to assistant manager from his present sales staff post, and of Roy Wooten to chief announcer and special events head. Both are brothers of the owner. S. D. Wooten Jr., a third brother, is chief engineer of WREC, and also of WHBQ, which is operated by the same management.

Texas Crystal Complaint

UNFAIR competition in sale of mineral crystals is charged by the Federal Trade Commission in a complaint handed down Sept. 12 against Dollar Crystal Co., Omaha (Genuine Texas Mineral Crystals). Claims made for the product as a remedy for headache, nervousness and other ailments are declared to be exaggerated. Glame Inc., Hoboken, N. J., has agreed with the FCC to cease claiming its polish remover feeds or nourishes the nails of cuticle of users.

Communist Party Complaint Studied

FCC Legal Department Given Protests on Time Refusal

CHAIRMAN PRALL of the FCC on Sept. 11 referred to the law department letters of protest against broadcasting stations alleging political discriminations. Turned over to the FCC lawyers was a letter from Arthur Garfield Hays, general counsel of the American Civil Liberties Union, urging that the FCC make a "sharp public statement" relating to political broadcasts because of cases involving the Communist Party in which WIRE, Indianapolis, WCAE, Pittsburgh, and WTCN, Minneapolis, were drawn by the League. There also was a letter from William Z. Foster, national committee manager of the Communist Party charging WCAE violated the law by declining to carry a talk locally by Earl Browder, Communist candidate for the presidency.

Mr. Prall said he could make no comment until the law department reported on the protests. The Civil Liberties Union letter asked that the FCC make a statement affirming the provisions of the Communications Act providing "that all licensed broadcasting stations shall afford equal treatment to legally qualified candidates for public office."

Basis of Protests

THE Union's letter alleged that WIRE and WCAE, both NBC outlets, refused to carry the Browder speech on Aug. 28 "despite the fact that both stations have carried speeches by the candidates of the Democratic and Republican Parties."

In the case of WIRE, it was alleged that the station "seems to have refused to schedule the speech on the ground that the Communist Party is illegal in the state under the so-called ballot law * * *."

In the case of WTCN, it was alleged that the station signed a contract for a series of campaign broadcasts by spokesmen of the Communist Party but that when Nate Ross, candidate for presidential elector, was scheduled to speak on Sept. 2 the station demanded elimination of a number of paragraphs from the prepared address. The Communist Party, the letter continued, withdrew the speech entirely and submitted one by Sam K. Davis, not a candidate. The station approved the manuscript, it was stated, and just before it was delivered, Davis asked permission to make a slight addition.

"This request was granted," continued the letter, "but after the talk the station charged that the Communist Party in changing the speech had violated its contract and cancelled the whole series."

In the case of the Foster protest, WCAE explained that Hearst stations on NBC will carry the network schedules for the Communists and that previous commercial commitments alone rendered it impossible to carry the Sept. 4 talk by Browder.

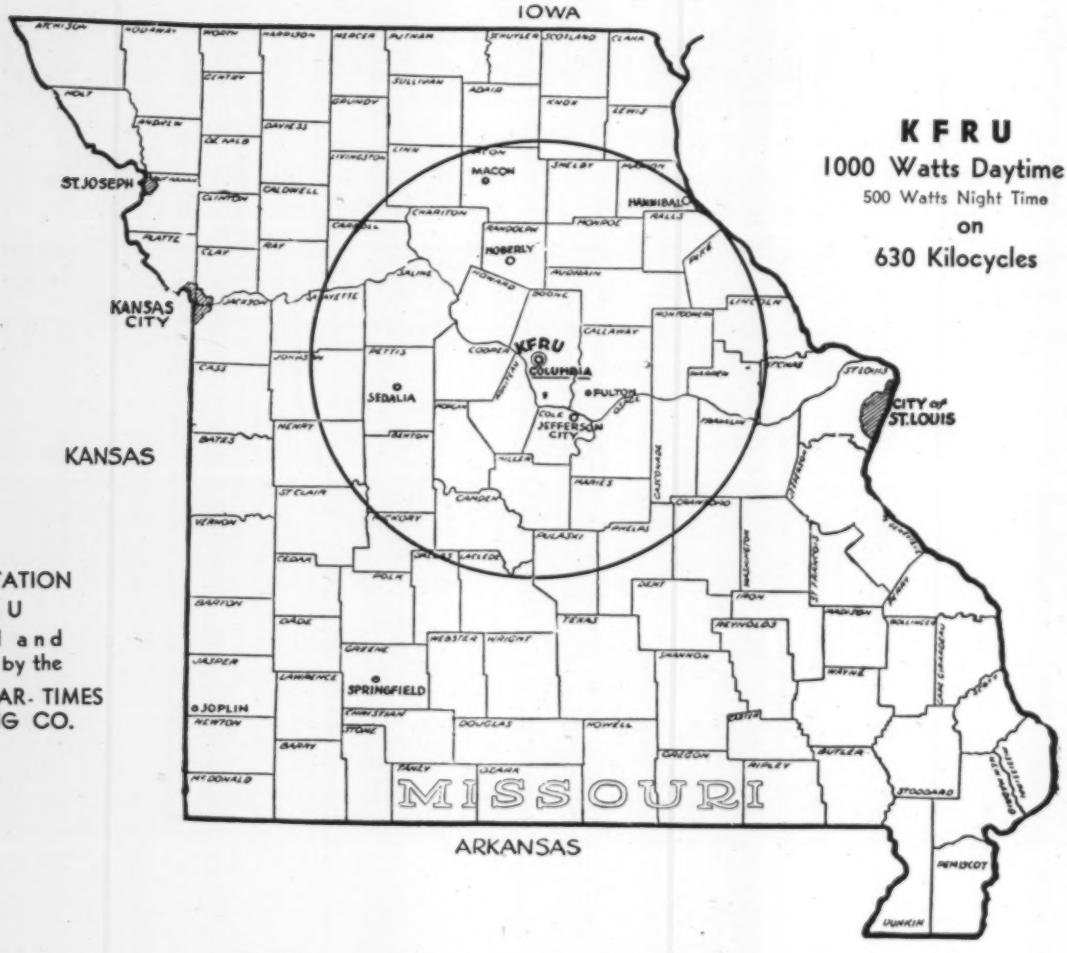
CRCT, Toronto outlet of the Canadian Radio Commission, is not renewing its NBC commercial programs. As they expire they are being dropped, and NBC is understood to be counting on WBEN, Buffalo, which is heard in the Toronto receiving area.

Radio Station **KFRU**

At Columbia, Missouri

PRESENTS . . . .

FACTS and FIGURES About the $75,000,000 Retail Market in the Center of Missouri . . . .



KFRU
1000 Watts Daytime
500 Watts Night Time
on
630 Kilocycles

RADIO STATION
KFRU
Is Owned and Operated by the
ST. LOUIS STAR-TIMES PUBLISHING CO.

Address your request for a copy of this interesting, factual manual, direct to Radio Station KFRU at Columbia, Mo.

or to the
National Representatives
WILSON—DALTON—ROBERTSON

1329 Baltimore Ave.
Kansas City, Mo.

1503 Mather Tower
Chicago, Ill.

250 Park Ave.
New York City

A Sales Message Over KFRU Covers the Center of Missouri

Offers or Contests Used by Two-thirds Of NBC Sponsors

Cash Prizes Popular in 1935; Millions Enter Contests

OF THE 194 advertisers who sponsored 227 programs over NBC-Red and Blue networks in 1935, 129 or 66.4% used offers and contests, according to *Radio Offers & Contests*, a booklet just released by NBC to advertisers and agencies. Offers were used more extensively than contests during the year, with 360 offers made by advertisers of 116 products and 85 contests announced by 54 products advertised on the networks.

Cash prizes were the most popular form of contest on NBC, with advertisers of 36 products sponsoring 53 cash contests. Next were 32 weekly contests (no money) staged by 24 advertisers; 12 dealer prizes (cash or products) by nine advertisers; 10 limerick & jingle contests by four sponsors; eight automobile prize contests by seven advertisers; eight free contests (no proof of purchase required) by seven advertisers; seven suggest-a-name contests by seven sponsors; six amateur contests by four sponsors; slogan contests by four advertisers and vacation trip awards by three sponsors.

Types of Offers

SIXTY-SIX advertisers made 153 free offers on NBC networks last year. Next came 76 booklet offers by manufacturers of 38 products; 61 novelty offers by sponsors of 36 products; 60 cookbook and recipes offers by 15 NBC clients; 38 product offers (sample or gifts) by 28 sponsors; 38 offers of the sponsor's product by 29 advertisers; 29 household articles offered by 18 advertisers; offers of personal articles, photographs of radio artists, special edition newspapers, and road maps.

Forty-six NBC commercial programs asked for part of a package as proof of purchase as an entry requirement for contests. Eleven programs asked parts of two packages and ten asked for three box tops or wrappers. Radio listeners were required to send money, ranging from one cent to $3.75, to conform with the requirements of 68 offers on 32 different programs.

Sponsors were more reluctant to reveal their contest and offer figures this year than usual, and as a result the NBC radio contest and offer brochure contained fewer figures in the replies and entry column than in the past. A few of the figures quoted are:

7,500,000 metal initial tags given away by Sun Oil Co. to all radio listeners applying at a Sun station and paying ten cents.

800,000 children became members of Orphan Annie's "Secret Society" by submitting a seal from a can of Ovaltine to the Wander Co.

Over 2,000,000 contestants competed in the Pepsodent Co. cash prize contest which required the purchase of a tube of Pepsodent toothpaste. 580,000 entries received in another contest from contestants who bought a can of Pepsodent tooth powder.

In connection with the *General Motors Symphony* 3,000,000 *We Drivers* booklets were sent to listeners requesting them.

In four weeks General Foods' *Maxwell House Showboat* sent out 380,000 *Songs of Showboat* booklets to listeners submitting 10 cents and a piece of metal from a can of Maxwell House coffee.

Offers were most numerous during October, totaling 46 offers, with March and April following with 42 and 40 respectively. Contests were most frequent during January, numbering 16, with 14 in March and 10 in April. December was the low month for contests, with only one, and August was the poorest month for offers, only ten being listed.

NAMES AND NEWS AND BREAD

Four Out of Five Mentioned on the Air Respond to Offer of Free Loaf and Doughnuts

By JOHN B. FLACK
Flack Adv. Agency, Syracuse

Mr. Flack

FOUR out of five respond to the magic appeal of "something for nothing" in the interest-creating news broadcast of the Cortland Baking Co., a daily feature presented on WSYR.

Near the end of each five-minute program of news events the announcer states: "—And now we come to the feature you have been waiting for. Cobakco has a free gift for five lucky Syracuse housewives. If the following will just call this station before 6 oclock this evening, they will receive free, by Western Union Messenger, a fine gift package of Cobakco Bread and delicious Cobakco Donuts." . . . and then he reads off the names and addresses.

And Does It Pull!

DOES it work? It certainly does! We have been amazed at the results. On each program the replies average about four out of five, and on some days we hit a perfect score. To get the idea started we used names of people we knew would be quite certain to listen. We even put a flea in their ears about the program. We then asked the winners to suggest names of friends who were deserving of being eligible for free gifts and the response to this request was prompt and eager.

We followed this method for the first week or two and then we began to pick the names "cold". We waited with bated breath for the calls to come in, and our amazement at the reception of the program continued when we found that the average was as high with names picked cold as with those which were "preheated".

The methods we used in selecting names for the free Cobakco gift were to pick people who would be likely to mingle with others and do a little gratuitous boosting for Cobakco products. We used the city directory and selected the officers of women's clubs. We followed the society and personal columns of the newspapers and selected names of those women who were contantly entertaining.

To get such a high average in replies is proof positive that people are listening to our program. And to hear the names of friends or neighbors announced leads each listener to hope that her name will be next. Winners tell us that when they see a uniformed messenger coming to the door bearing their free gift they get a thrill out of all proportion to the actual money value of the gift.

With each package of bread and donuts we send a letter from the baking company asking the recipient to write in and let us know how she liked the products. The enthusiastic letters received are a joy to read. "Think your products wonderful" they write. "We'll use them from now on." "Will tell all my friends about them—", etc.

The Public Talks

"IF YOU want to get your sales message across you must have it enter into the conversation and thoughts of the public. That is why this touch of showmanship and the uniqueness of the feature have proven so successful," is the opinion of John J. Kane, sales manager of the Cortland Baking Co. "Sales have been most gratifying. We made a special test and advertised a loaf that was not usually stocked by the majority of stores. Our routemen immediately reported increased demands for this particular loaf."

The program has brought forth many interesting sidelights. One day, an assistant who was selecting the names, unwittingly used the name of a very wealthy woman —a woman who lived in a house costing several hundred thousand dollars. When this was discovered her selection was greatly criticized. The criticism turned to astonishment, however, when the woman phoned in for her loaf of bread and package of donuts.

On another occasion I was told that a lawyer had called my office several times during the day. When I finally was able to talk to him, he informed me that he represented a client who was reported to have won a prize on a Cobakco program announced over station WSYR. I told him to have his client call the station and we would be glad to see that she received the gift. "I can't," he said. "She's been dead for over a year! But I want to see that her heirs get the benefit of any prizes or gifts which are due the estate."

I told him that I guessed that the estate wouldn't benefit very much because it was only a loaf of bread and a package of donuts which I was sure would be more apt to provide temporary sustenance for the lawyers than to provide a monetary increase in the size of the estate.

Kellogg Chicago Contest

KELLOGG Co., Battle Creek (corn flakes) is spending an estimated $30,000 in a baseball windup campaign during the last six weeks of the season in Chicago. The appropriation includes a list of 300 prizes topped by Pontiac automobiles for the ballplayer picked as the best in the major leagues and for the person submitting the best letter in the contest. Color and rotogravure pages are being used in Chicago newspapers as well as car cards, dealer tieups and direct mail. Hal Totten, veteran sports announcer, is handling the series on WENR. Printed media copy includes photographs of Totten. N. W. Ayer & Son Inc., Chicago, is agency.

RAILROADS PONDER 1937 RADIO DRIVE

USE OF radio on a nationwide basis by the American railroads as part of the institutional campaign now in progress to sell competitive against other transportation groups, may develop next year when the Association of American Railroads devises its new advertising campaign.

Holcombe Parkes, associate director of Public Relations of the Association, who is on leave of absence from his post as advertising manager of the Norfolk & Western Railway, declared Sept. 9 that consideration will be given radio for the second fiscal year's campaign. The new fiscal year will begin next June. The current campaign, involving an expenditure of more than $1,000,000, is being placed largely in magazines, through Arthur Kudner Inc.

In considering the original campaign last year the Association decided against the use of radio but recommended that it be used in the future. The advertising budget is being contributed by members of the Association, with no fixed amount allocated for advertising and promotion.

Remington Rand Renews Series on 50 Stations

RENEWAL for another 13-week period of *The News Comes to Life* program sponsored by Remington Rand Co., Buffalo (office equipment) was announced Sept. 3 by Pan American Radio Sales Co., New York, through its vice president, Gerald K. Hughes, effective Sept. 6. The program is carried Sundays, 6:30-7 p. m., over a combined hookup of more than 50 regional network stations, including outlets of the Yankee Network, Michigan Network, Affiliated Broadcasting System and the New York State Broadcasting System and is keyed from WINS, New York. It is placed by Leeford Advertising Agency, New York.

The program was first conceived and placed last June 7 by James H. Rand 3d, son of the president of Remington Rand, who organized Pan American Radio Sales Co. as a special representative concern to place this and other programs on similar hookups. Mr. Rand is president of Pan American. He was assisted in his plans by Burt Squire, manager of WINS.

General Motors and Ford Resume Sunday Concerts

WITH General Motors back on the air starting Sept. 13 for its fourth season of *General Motors Concerts* on the NBC-Red network Sundays, 10-11 p. m., Ford Motor Co. will also resume its *Ford Sunday Evening Hour* on a big CBS network starting Sept. 20, 9-10 p. m. Erno Rapee is directing the General Motors Symphony and noted guest conductors will direct the Ford programs, the first being presented in Carnegie Hall, New York, and the second in the Masonic Auditorium, Detroit. Both schedules are for 39 weeks, and both programs will present weekly guest artists of top rank. Campbell-Ewald Co. of New York handles the General Motors account, and N. W. Ayer & Son Inc., Philadelphia, has the Ford account.

New NAB Commercial Group Vested With Added Functions

Carpenter Is Named Chairman; Radio Research, Sales Managers Divisions Formed; Church Heads Research

REORGANIZATION of the Commercial Section of the NAB, which will comprise two separate divisions, was announced Sept. 12 by Charles W. Myers, NAB president, coincident with his appointment of H. K. Carpenter, general manager of WHK, Cleveland, as chairman.

Pursuant to a plan devised by James W. Baldwin, NAB managing director, and approved by President Myers, the Section will have two divisions — sales managers and radio promotion. Appointed as chairman of these respective divisions were J. Buryl Lottridge, sales manager, KOIL, Omaha, and KFAB, Lincoln; and John J. Gillin Jr., manager of WOW, Omaha.

Simultaneously, Mr. Myers announced reappointment of Arthur B. Church, president of KMBC, Kansas City, and an NAB director, as chairman of the Committee of Five assigned to handle the important negotiations looking toward creation of a radio research bureau in collaboration with advertising agency and radio advertiser committees.

Former chairman of the Commercial Section and a prominent figure in NAB activities for the last decade, Mr. Carpenter succeeds Mr. Church. He has been general manager of WHK and its associated station, WHKC, Columbus, for nearly three years and prior to that was general manager of WPTF, Raleigh, N. C. Mr. Carpenter has served two terms as an NAB director and missed election to the board at the last convention by one vote.

Enlarged Duties

THE COMMITTEE on radio research continues the work of the last two years in collaboration with the American Association of Advertising Agencies and the Association of National Advertisers. Committees of five representing each of these three organizations have constituted the Joint Committee on Radio Research created to investigate the feasibility of establishing a cooperative audit bureau for radio circulation and listener habits.

The sales managers' division, headed by Mr. Lottridge, was created at the last convention and already has a membership of more than 225 stations. Its efforts are directed toward the development of sales activities of broadcasting stations and of cooperation with advertisers and advertising agencies.

The third division—radio promotion — was created pursuant to a resolution adopted at the Chicago convention in July. The resolution provided that the president appoint a committee of not less than five nor more than seven members to explore the possibilities for the broadcasting industry of radio promotion and report at the 1937 convention. Mr. Gillin, an NAB director, is a well known figure in industry circles, and has been active in NAB commercial affairs.

At the last convention the membership approved a $10,000 fund for use of the radio research division and the Joint Committee as needed in furtherance of its project. This money has been set aside but the expenses of the Joint Committee are being defrayed at present through the voluntary contributions of NBC and CBS, the former having pledged $20,000 and CBS $10,000. There is also likelihood of a contribution from Mutual Broadcasting System.

Powerful Cuban Station To Draw Tourists Urged

TO STIMULATE American tourist travel, Cuban authorities are considering installation of a high-power broadcasting station with a directional antenna designed to throw its signals into the United States, according to unofficial word from Havana. The Ministry of Communications has been instructed to study the feasibility of such an undertaking.

Strong efforts are being made to have the Cuban Congress approve a law regulating all phases of broadcasting, broadly along the lines of the American law, it is reported to the Department of Commerce.

CHAIRMEN ALL — Here are the new commercial heads of the NAB, appointed for the 1936-1937 fiscal year. Left to right are John J. Gillin Jr., chairman, radio promotion division; H. K. Carpenter, chairman, commercial section embracing the sales promotion and sales managers' divisions; Arthur Church, reappointed chairman radio research committee; J. Buryl Lottridge, chairman, sales managers division.

American Influence Improves Programs Abroad, Says Flamm; Makes Paris Tieup

A TIEUP between WMCA, New York, and the Post-Parisien station in Paris, one of France's most popular commercial outlets, was concluded by Donald Flamm, president of WMCA, during his July-August European trip which was concluded when he arrived Sept. 3 on the *Rex*. Under the arrangement, made with Jean Gruenbaum, operator of the 60,000-watt Post-Parisien, which was purchased several years ago from the newspaper *Petit Parisien* by interests headed by Mr. Gruenbaum, WMCA and associated stations of the Inter-City Group will have access to all programs of the Paris station while the latter will have available to it all the WMCA-Intercity programs it wants.

Occasional Transatlantic shortwave hookups will be effected, but for the most part the exchanges will be via recordings. WMCA last March also entered into an arrangement whereby Jean DeLettre, French composer of "Hands Across the Table" and other popular songs, became its "Paris correspondent", sending over transcriptions of gossip and news of the theater, art and society of interest to American listeners.

Millions Go Abroad

MR. FLAMM toured various European radio centers, and reported that he was particularly struck by the fact that English radio stations and British advertising media were losing millions of dollars annually to foreign radio stations, particularly in France, Ireland and Luxembourg, which permit commercial broadcasting.

While the BBC bars commercial programs, British and continental advertisers are buying time on stations in nearby countries for programs designed to be heard in England. The French government has placed a tax of 45% on broadcast station revenues derived from foreign advertisers, said Mr. Flamm, yet all the stations capable of reaching England have big bookings of commercial time.

Mr. Flamm expressed the belief that foreign programs as a whole do not compare with current American productions. The American influence, however, is being extended to a considerable degree on foreign stations, he added.

Scratchy Recordings

Mr. Flamm

"RADIO programs abroad would not attract American listeners," he said. "Some of the phonograph record shows offer what we in this country call 'good music', but the records used are old, in many cases scratched, and technically the reproduction is so bad it would not be tolerated in any 10-watt American studio.

"Of course all the foreign programs are not made up of talk or phonograph recordings, but listening with a good all-wave set for several hours you might be led to believe that house bands and orchestras and dramatic broadcasts were unknown to the program directors.

"Remote control broadcasts are very rare abroad. Pickups of dance bands are heard on occasional stations, but transmission still leaves a great deal to be desired.

"Some of the superior dramatic productions of the BBC (real written-for-radio-only shows), and some of the musical pickups of great symphony orchestras rival anything ever done along these lines in the United States, but the broadcast that is heard today in this country, and forgotten tomorrow, a good average dramatic show for example — would be a once in a month feature, with listeners talking about it for weeks before and weeks after the presentation.

"Radio comedians are rare abroad, with no outstanding stars to compare with Amos 'n' Andy, Ed Wynn, or others who have built their success in this country almost exclusively by radio.

"*Five Star Final*, the *March of Time*, and other news broadcasts are unknown abroad as yet—reporters reading news flashes strongly tinged with government propaganda can be heard occasionally, but even these programs are irregular in their appearance and delivered with a decided lack of showmanship.

"American radio fans have much to be thankful for, and I believe the real reason for our progress here as compared with Europe, is that we have permitted the advertiser to share the burden of building programs, and have kept propaganda off the air."

Merchandising Campaign To Support Kate Smith CBS Series for A & P

SUPPLEMENTING the largest radio campaign Great Atlantic & Pacific Tea Co., New York, has undertaken for its three coffee brands, Red Circle, Eight O'Clock and Bokar, a large merchandising campaign was to be launched in mid-September to promote the *Kate Smith Band Wagon* which begins on 45 CBS stations Sept. 17, Thursdays, 8-9 p. m. from the CBS 45th St. Playhouse, New York.

The title for the new program was selected in a "Suggest a Name" contest among the 90,000 A & P employes. Entries were received from 35,000 and six submitted the winning title, all receiving duplicate prizes of $100.

Using the title as the background for its merchandising, the A & P agency, Paris & Peart Inc., New York, is distributing three medium-size counter cards and a large window poster which is a replica of the counter cards to 16,000 A & P food stores from Bangor, Me. to Omaha, Neb. A new A & P house organ is planned, tentatively titled *A & P Band Wagon*, to be distributed monthly to all A & P employes. It will promote the new radio series exclusively. The first issue will be a 12-page tabloid with subsequent issues running 8 pages.

The radio audience will be told of the new series by large spotlight advertisements, similar to the window posters, in over 200 newspapers on Sept. 17. In all A & P advertising after this date a small box will tell listeners to tune in on the program. During the week of Sept. 14 the *A & P Menu Sheet*, an eight-page rotogravure 9 x 12 inch weekly newspaper with a circulation of 2,000,000, has a full page devoted to this program. The program itself will be a variety show featuring Kate Smith, a master of ceremonies, orchestra and guest stars.

know WLS

What we did in AUGUST

To September 1, WLS received 1,071,869 letters, a 25% increase over the corresponding period of 1935. 27% came from Chicago listeners — proof of WLS popularity in the Metropolitan Chicago area

WLS entertainers appearing on road show units broke all existing attendance records at fairs where they opened. Many fair managers have contracted for 1937.

"WLS packs them in." Again this was proved when almost 9,000 paid from 25c to $1.00 to see the five-hour broadcast of the WLS National Barn Dance at the Illinois State Fair.

Advertising revenue was 37% higher than last year. Nineteen advertisers placed orders. Seven were renewals of present contracts and ten had used WLS before.

Paid admissions to the WLS National Barn Dance passed the half-million mark. Visitors came from 48 states, several Canadian provinces and foreign countries.

Advertising Results Follow Listener Loyalty

WLS CHICAGO

The Prairie Farmer Station

50,000 Watts — Clear Channel

Burridge D. Butler, President--Glenn Snyder, Manager

John Blair and Company, National Sales Representatives

British Television Is Shown to Public At London Exhibit

BBC Is Studying Reaction to Baird and EMI Reception

TELEVISION is under way in England. First public showings of the twofold system of transmission and reception ordered into experimental operation by the British Television Advisory Committee following visits early in 1935 to foreign television laboratories, including those of the United States, began with the opening late in August of London's annual radio exhibition at Olympia, with demonstrations twice daily from 12 noon to 1:30 p. m. and from 4:30 to 6 p. m. and with the Electric & Musical Industries Ltd. (EMI-Marconi) and Baird Television Ltd. alternating in demonstrating their respective systems.

The British authorities have taken pains to make clear that these showings, reproductions of the images broadcast from the 220-foot aerials atop Alexandra Palace, which itself is located on a hill 306 feet above sea level, are of an experimental nature. Public reaction is being studied closely with a view to determining whether the London public is sufficiently intrigued to be willing to buy television receiving sets.

Receivers on Display

THE TELEVISION broadcasts are under the auspices of the British Broadcasting Corp., which has engaged a special television staff and has set aside studios for the experiments. According to *Wireless World* of London, visitors to the Olympia exhibit are being shown a selection of modern television receivers but these are not yet being offered for sale. The date when such sets go on the market, this periodical states, will depend upon how soon the BBC feels satisfied it can offer service on a regular rather than an experimental basis.

The two types of receivers, EMI and Baird, are being shown in public displays but the images are being picked up as broadcast via radio from Alexandra Palace. Roughly, the EMI system corresponds to that being tested by RCA as described in the Dec. 15 1935, issue of BROADCASTING. An eye-witness description in London of a laboratory demonstration of the Baird system was published in the June 15. 1935, issue of BROADCASTING. The EMI-Marconi interests have a patent and idea exchange arrangement with RCA here and Baird has a tieup with Farnsworth Television Ltd., of Philadelphia.

British periodicals are devoting considerable attention to television. now that it has been publicly introduced, but experts there apparently have no illusions about its immediate effect upon broadcasting and upon radio set sales. Comments *Wireless World*:

"It is certain that a very large proportion of the public will be amazed at the progress which television has made and at the success which has attended the very strenuous efforts of all concerned. It is equally certain that there will be a big section of the public who will register disappointment because they have been overoptimistic or have been led away to think that the accomplishment was even greater than it is by over-enthusiastic reports which have so frequently found their way into print.

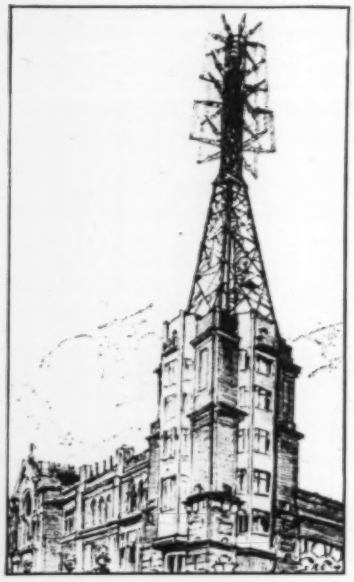
"The demonstrations at Olympia will serve the very useful purpose of indicating to the public just where television stands and what is to be expected of it, and we believe that whilst there will be no overwhelming demand for television receivers at the outset, there will be steady buying by those who can afford an expensive instrument, and as these receivers get into the hands of the public they will provide propaganda to encourage others to participate in the enjoyment of the new service."

* * *

IN BROADCASTING comments on the opening of the Radiolympia television exhibit of the BBC, Sir Noel Ashbridge, BBC chief engineer, asserted: "We at the BBC are going to do everything in our power to ensure that television broadcasting in this country shall be second to none. We believe that all who see at Olympia what has already been done will feel enthusiastic about the future.

"As I see it, this is an adventure upon which the BBC and the public are entering together, for this reason we should be frank. Television progress is no further advanced anywhere in the world than it is in this country. You can, with a television receiving set, hear people talk and watch their movements. You can also see films. Everyone, scientist and layman, must accept this as remarkable. Only time can show where it will lead."

L. Marsland Gander, in the *London Daily Telegraph*, described his impressions upon being televised as "doubling the terrors of sound studio." Extreme caution marked most of the comments on what was shown, but the *London Post* stated: "To those who have watched the progress of experimental television, the main impression is one of solidity and permanence."



From Wireless World of London

BRITISH TELEVISION—Here is a drawing of Alexandra Palace in North London, from which both the EMI-Marconi and Baird television transmissions on 41,500 kc. are being broadcast. The upper aerial array is for television, the lower for sound. Beginning with London's Olympia radio show in latter August, twice daily demonstrations of television were exhibited experimentally to the London public attending the show for a total of three hours daily—half the time being devoted to EMI and half to Baird.

WDRC Experiments

WDRC, Hartford, has formed an experimental department to take entirely new program ideas and present them on an experimental basis. Listeners will be asked to assist in deciding whether programs should be continued on a regular schedule. The programs will be presented a certain number of times and every effort will be bent to make the response from listeners as comprehensive as possible.

European Television Still Experimental; RCA Ahead in Visual Art, Says Hanson

Mr. Hanson

BACK from a trip to Europe to inspect television developments in England, Germany and France, O. B. Hanson, NBC chief engineer, asserted in a statement to BROADCASTING Sept. 9 that, on the basis of his observations, "it is clear that RCA is well out in front in the technical development of television." Europe still has not answered the problem of standards, he stated, and its television generally may be said to be still in the development stage.

Mr. Hanson was accompanied on his trip by T. A. Smith. head of the New York office of RCA Mfg. Co., RCA Victor Division, in charge of transmitter and equipment sales. Mr. Hanson has supervision over the NBC television test studio in Radio City, set up to relay programs to the RCA's test transmitter atop the Empire State Bldg., and is one of the technicians equipped with RCA's model television receivers to pick up the Empire State experimental transmissions on the ultra-shortwaves.

What England Has

"TELEVISION in Europe," said Mr. Hanson, "is still in the development stage, no definite standards having been established as yet. In England the BBC is faced with the operation of two systems—one the EMI system of 405 lines 25 frames developed from RCA patents and differing from our present standard of 343 lines 30 frames because of difference in the frequency of power supply, which is 50 cycles in England and 60 in the United States. The resulting pictures should have approximately the same resolution as RCA's.

"The other is the Baird system, with 245 lines 25 frames. Receivers which are shortly to be available to the British public must be capable of operating both systems. The cost of the receivers will be around $500. The two plants will operate on alternate days.

"In Berlin they are transmitting programs afternoons and evenings, using a 180-line system. Their high-definition system is still in laboratory. Both British and German systems use the medium of motion pictures in the studio and the rapid development of film for scanning purposes introduces a delay of approximately 90 seconds between action in the studio and time of transmission. This is considered cumbersome and will be replaced later by a device similar to the RCA Inconoscope camera, which permits direct pickup from studio or of outdoor scenes.

"France also is carrying out experimental broadcasts with a 180-line system.

"From these observations, it is clear that RCA is well out in front in the technical development of television. The development of a television system for a country such as England, is not too difficult because of the small area as compared to the vast problem facing our country because of the great territory to be covered. This and the economic support of television are serious problems yet to be solved."

Novel Visual Experiment Is Conducted by Don Lee

AT A DEMONSTRATION conducted by its television division, Don Lee Broadcasting System recently broadcast the sound phase of a newsreel on KHJ, the visual portion on W6XAO simultaneously, and the united sight-and-sound picked up at a residence 3½ miles from both transmitters. The experiment was given as a feature of a joint meeting of the Los Angeles section of Institute of Radio Engineers and American Institute of Radio Engineers.

The receiver location was behind two hills, as viewed from the transmitter, said Harry R. Lubcke, Don Lee television director. "This is an 'unfavorable' television location," he explained, "because of the straightline propagation characteristic of ultra-short television waves, and is equivalent to a more accessible location at two or three times the distance." At the meeting Wilbur E. Thorp, assistant to Mr. Lubcke, discussed "Television Transmitter Operation" and F. Alton Everest, engineer, spoke on "Television Receiver Operation."

A new series of weekly television sound broadcasts from KHJ, synchronized with the Don Lee ultra-shortwave television broadcasts from W6XAO, was inaugurated Sept. 9 by Mr. Lubcke. The sound can be received on any radio capable of tuning in KHJ but the images need a television receiver, specifications for the building of which the Don Lee offices furnish all inquirers. The time fixed for the feature is Wednesdays, 7:30-7:45 p. m. (PST).

EDMUND BARTLETT, 63, head of the New York advertising agency bearing his name, died in New York, Sept. 5.

Are You Buying This Entire Cake—Yet Getting One-Third?

THIS is a pretty elementary way to call your attention to the fact that unless you are directing your advertising *to the millions of foreign-speaking persons in Chicagoland you are probably missing out on TWO of every THREE possible customers!*

Yes, that is a staggering statement—but it's true. Think of it — in Chicago 650,000 Polish-Americans, 500,000 of German birth or parentage, 400,000 Italian - Americans — and many more! *Any one group is bigger by far than most entire cities you're worrying about.*

Here are markets built to order by our programs of Americanization — programs that have won the full confidence of these MILLIONS.

We usually have a waiting list of advertisers for these programs — *there are a few openings today!*

A letter from you will bring in reply some very interesting news.

Irene T. Dyer

WGES-WCBD-WSBC

"SERVING CHICAGOLAND'S FOREIGN MILLIONS"

4000 WASHINGTON BLVD. CHICAGO

King Features Artists Introduced to Sponsors During Series on WOR

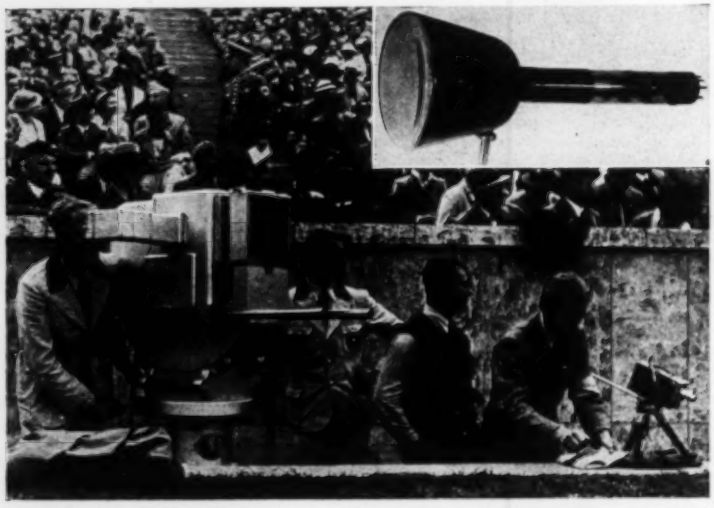
A SERIES of novel sustaining programs intended to introduce available King Features Syndicate personalities to prospective buyers was launched over WOR, Newark, Sept. 11. Titled *Show Window*, the first program is being heard for 30 minutes once weekly. The first broadcast included such artists and writers as Mark Hellinger, short story author; Louis Sobol, columnist; James Kilgallen and his daughter Dorothy. Harry Hershfield, cartoonist, will feature the second weekly program.

The programs are designed to give potential sponsors an opportunity to hear available artists of the Hearst newspaper syndicate, during an actual broadcast and also serve as public auditions. While three or four KFS personalities will be presented during each program, each personality will be offered for sale individually to highlight a sponsor's program.

In addition to *Show Window*, KFS features now on the air include *Popeye*, sponsored by Wheatena Corp., three days weekly on CBS; *Tim Tyler*, sustaining dramatization three days weekly on WINS and the New York State Network; *Fashion Tips* by Prunella Wood, sponsored by Plat-Num (cosmetics) twice weekly on WOR. KFS radio activities are under the supervision of Fred Smith, a pioneer commercial broadcaster who heads King Features' radio department and who was the original supervisor of the *March of Time*.

TELEVISING THE OLYMPICS

Faulty Engineering Mars Broadcasts; Equipment Based on American Developments



OLYMPIC TELEVISION—Here is the new German television camera in operation at the Olympics. It is based on the Zworykin iconoscope developed by RCA. Inset shows the new flat-bottom cathode ray tube, said to eliminate the usual distortion in convex tubes.

OF ALL the televised broadcasts of the Olympic Games at Berlin, only a water polo game was satisfactorily handled, the other programs being inferior, only to an observer writing in the *Wireless World* of London. Definition of only 180 lines was used, with 25 frames a second, as compared with the much higher definition used experimentally in this country.

Both cathode-ray and intermediate film systems were used. First broadcasts gave studio onlookers only suggestion of shadowy and distorted forms, overcast skies aggravating difficulty as well as faulty engineering at sending and receiving ends. Intermediate film projection provided improved programs after the games had been under way several days, but pictures were contrasty and distorted. Three types of cameras are used in Germany, the Post Office and Telefunken equipment being based on the iconoscope developed by Dr. Zworykin of RCA, and the Fernseh A. G.'s camera, using secondary emission amplification, which belongs to the Farnsworth type. Rapid development of films impairs the sound tracks, the *Wireless World* observer stated.

The Post Office provided 25 viewing rooms for spectators, and two theaters, with transmission from the Witzlebeden television transmitter. Audiences were disappointed with results.

Loose-Wiles Goes Net

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (biscuits) will make its bow as a network advertiser Oct. 3 when it brings *Snow Village Sketches* back to the air over 27 NBC-Red network stations, Saturdays, 9-9:30 p. m. The company has used spot radio in the past and currently is sponsoring announcements in New England states. Whether this spot schedule will be curtailed after the network program makes its debut is still unsettled. *Snow Village Sketches*, written by Henry Carlton and William Manley, was previously sponsored on a limited CBS network by Socony-Vacuum Oil Co. under the title *Soconyland Sketches*. The new series will be heard as far west as Salt Lake City. Newell-Emmett Co. Inc., New York, placed the account.

Here is Our Story

In a Nutshell...

Outstanding Popularity Makes KFYR the medium to put across your selling message in the rich Northwest.

★

KFYR is the only station that can guarantee coverage in this responsive market

1. Right at the TOP of the dial—550 kc.
2. Finest NBC and local programs
3. 5000 watts (D) 1000 watts (N)
4. An audience of more than 2,000,000 people in North and South Dakota, Wyoming, Nebraska, Minnesota and a part of Canada

MEYER BROADCASTING COMPANY

KFYR

BISMARCK • NORTH DAKOTA

"UP TOP"

The vast facilities and program prestige of NBC, the world's largest broadcasting organization, are behind these stations—the tops in their locality.

These local NBC stations are picked with great care, to do a 100% selling job in their particular sections. They have the benefit of the vast experience and technical perfection of the world's largest broadcasting organization—***Plus***—

the all-star NBC programs, proved audience builders for spot and local advertisers. Covering nine rich markets, these picked stations are "UP TOP" in their own fields, with splendid records for sales-by-air.

These are the stations..."UP TOP"

NEW YORK
WEAF . . . 50,000 watts
WJZ . . . . 50,000 watts

THE GREAT NORTHEAST
WGY . . . . 50,000 watts

NEW ENGLAND
WBZ-WBZA 51,000 watts

NORTHERN OHIO
WTAM . . . 50,000 watts

DISTRICT OF COLUMBIA
WRC . . . 1000-500 watts
WMAL . . 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
KDKA . . . 50,000 watts

CHICAGO
WMAQ . . . 50,000 watts
WENR . . . 50,000 watts

DENVER AND THE ROCKY MT. REGION
KOA . . . . 50,000 watts

SAN FRANCISCO
KGO . . . . 7,500 watts
KPO . . . . 50,000 watts

PHILADELPHIA
KYW . . . 10,000 watts

Completely Programmed by NBC

1926 1936

NBC'S TENTH YEAR OF SERVICE TO RADIO LISTENERS

☆

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.

Free & Peters Inc. New Name of Rep

Change Avoids Confusion Since Sleininger Inc. Formation

FREE & SLEININGER Inc., exclusive station representatives, will become Free & Peters Inc. effective Nov. 1, according to a formal announcement by James L. Free, president, on Sept. 2. H. Preston Peters has been a member of the firm for several years and is vice president in charge of the New York office of both Free & Sleininger and its sister organization, Free, Johns & Field Inc. He is a director and secretary of both companies.

The change in name was indicated two months ago, when Mr. Peters became a substantial partner in the firm (BROADCASTING Aug. 1). C. L. Sleininger, one of the founders of the organization in 1932, has formed his own station representation organization, Sleininger Inc., and is no longer identified with the direction or management of either Free & Sleininger or Free, Johns & Field. He still owns stock in both companies, however.

Mr. Free emphasized that the change involved is one simply in name only. The change was decided upon, he said, because of the changed status in management and also to avoid confusion with Mr. Sleininger's enterprise. Directors of the Free companies are Mr. Free, his wife, Julia S. Free, and Mr. Peters, along with Mr. Sleininger. Mr. Free said there would be no other changes in the organization.

SPANISH FIGHTING
Intimate Accounts of Actual Warfare Broadcast

RADIO'S own "war correspondents" will shortly give Americans the real lowdown on the Spanish fighting without the hindrance of foreign censorship, with the return of Floyd Gibbons from Madrid late in September to start his Saturday night broadcasts with Vincent Lopez on CBS for Nash Motor Co., Kenosha, Wis., booked through J. Walter Thompson Co.

In the meantime, CBS has enjoyed exceptional success in bringing through H. V. Kaltenborn via land-line and shortwave from Hendaye, France, just across the Spanish border where early in September, stationed on the roof of the local hotel, he not only reported the course of the bitter battle of Fuenterrabia but the sound of the gunfire — the first time in radio history, CBS claims, that sounds of actual warfare have been brought to American radio listeners. Kaltenborn was to be back in New York Sept. 13 to resume his *Kaltenborn Edits the News* series on CBS daily, 10:45-11 a. m.

Kaltenborn had been on the Spanish job almost from the start of the hostilities, and has had exceptional results in bringing through uncensored reports. Gibbons twice in latter August broadcast via EAQ, Madrid shortwave station, to NBC-Blue during its *RCA Magic Key* programs, but his accounts were obviously guardedly worded due to the government censorship.

BATTLEFRONT — H. V. Kaltenborn, CBS commentator, wears a helmet as he interviews an English-speaking rebel officer in the Spanish rebellion.

Wm. W. Lee Regional

WM. W. LEE & Co., Troy, N. Y. (Save-The-Baby cold remedy) on Oct. 12 will start a 26-week series on WGY, Schenectady, WBZ-WBZA, Boston-Springfield, and a list of rural stations in Northern New York and Vermont. The program will be keyed from WGY, reaching other stations by special hookup. Bradley Kincaid and guest artists will be the talent, broadcasting daily except Sunday, 8:15-8:30 a. m. Leighton & Nelson, Schenectady, is the agency.

Sheaffer Pen Spots

W. A. SHEAFFER Pen Co., Fort Madison, Ia., through Baggaley, Horton & Hoyt, Chicago, (successors to Sellers Service Inc) has started a spot series running from Aug. 24 until Christmas, using one to five-minute announcements. The list of stations has not been disclosed but it is a large one.

Sherwin-Williams Series Placed on 69 Stations

SHERWIN-WILLIAMS Co., Cleveland (Enameloid & Semi-Lustre paint) during the week of Sept. 7 started 100-word live announcements and three to five-minutes on participation programs on 69 stations. The campaign on the Pacific Coast and in South Atlantic states started a week later. The time is sponsored by local distributors in some instances, in others the paint company being sponsor. Most of the announcements are broadcast during the daytime.

The schedule calls for 52 announcements within a period of ten weeks for the majority on the station list, with the larger station participation programs on the air three to five times a week. Stations are: WOR, KABC, KTBS, KLRA, KMOX, WMC, WMBD, WDAY, WNAC, WMAS, WTIC, WLBZ, WCSH, WORC, WEAN, WGY, WBEN, WGAR, WJR, WBNS, WADC, WKBN, WCKY, WCAU, WFBR, WJSV, WPTF, WRVA, WBT, WIS, WJAX, WQAM, WFLA, WDBO, WGST, WLAC, WBRC, WWL, KLUF, WFAA, WKY, KVOO, WOW, KMBC, KFH, KSL, WCCO, WEBC, WISN, WLS, WIRE, KTRH, WAVE, KOA, KOB, KTAR, KFRC, KNX, KERN, KGB, KGDN, KIEM, KMJ, KGW, KOL, KPQ, KMO, KIT, KGY. T. J. Maloney Inc., New York, placed the account.

A NEW all-time record for visitors to NBC was established over the Labor Day weekend when 17,491 persons made the guided tour of Radio City.

What is YOUR Advertising Problem?

Whatever it is KWK can solve it for you. That may sound like a very broad statement, but we are fully prepared to back it up. We know we can show you increased sales because we are doing it every day for other advertisers. Why not make us prove it?

And now, with our new 5,000 watt High Fidelity Western Electric transmitter, we expect to show even better results. Get in touch with us or our representative and we will be very glad to show you definite figures.

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.

Representative
PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

KWK

STOP PRESS!

WOR *Presents Six of Its Most Recent Exclusive Features . . . Typical Examples of the Up-to-the-Minute Coverage of the Greatest Station in the World's Greatest Market*

THE BELMONT FUTURITY
Belmont Park, Oct. 3

The meeting between Discovery and Granville for famed Jockey Club Gold Cup, with horse-wise Bryan Field "calling" them. Sept. 19 to Oct. 3 . . . then on to Jamaica!

YALE FOOTBALL GAMES
Sponsor: Atlantic Refining Co.

Yale's six home games sponsored for the first time and exclusively over WOR.

VINCENT RICHARDS—Tennis

The former Davis Cup star and ranking singles champion heard exclusively over WOR. Will comment on National Open at Forest Hills. (Richards the WOR exclusive at Forest Hills . . . not the match!)

RICHMAN-MERRILL FLIGHT
Floyd Bennett Field, Sept. 2

A crooner, a crack flyer and 10,000 ping-pong balls thrill the nation. WOR covers this event exclusively with a spot broadcast.

CANZONERI vs. AMBERS
Madison Square Garden, Sept. 3

A new lightweight champion is crowned and WOR is in both corners exclusively with a round-by-round broadcast.

NATIONAL OPEN POLO FINALS
Meadowbrook, L. I., Sept. 5

Polo champions on the field and WOR's champion sports broadcaster, Bryan Field, at the mike. The deciding game before the Americans meet the Argentines.

It is little wonder that an increasingly greater number of advertisers are using WOR. They're repaid generously by the response received from the most alert audience in the wealthiest market on earth.

WOR

On the campaig

Lyle C. Wilson

Joe Alex Morris

Frederick A. Storm

Edward W. Lewis

UNITED PRE

XUM

npaign

FIRING LINE

AMERICAN citizens want their news of the Presidential campaign year delivered accurately. Accuracy is a tradition United Press political writers never forget. Through their factual reports 1936 political personalities, promises and platforms speak for themselves.

Alert application of that kind of fact-reporting enabled Lyle C. Wilson, head of the United Press Washington bureau, to be the first newsman to sense the significance of Governor Landon's phrase "The American Way."

In an exclusive interview, more than a month before his acceptance speech, the Governor told Wilson what he meant by "The American Way," an expression that has ridden the front page headlines ever since with as much prominence as "The New Deal".

U. P. political reporting not only seeks out the facts, but presents them with force and clarity.

Dominant stations depend on United Press for campaign coverage by such widely known political reporters as Lyle C. Wilson, Joe Alex Morris, head of the Senate staff; Frederick A. Storm, White House correspondent; Edward W. Lewis, head of the House staff; Harry Ferguson, political feature writer. They, and a score of others, are on the firing line for the United Press—setting the news pace in 1936 Presidential campaign coverage.

RESS

For dominant coverage

XUM

ROLL CALL *at* B. B. C.

BOWMAN & BLOCK, Inc.
Advertising Agency ..... 83b Rand Bldg. ..... Buffalo, N. Y.

September 4, 1936

Buffalo Broadcasting Corporation
Rand Building
Buffalo, N. Y.

Gentlemen:

The "Victor Amateur Hour" has now been a feature on your station, each week, since February 3, 1935.

The fact that we have continued to renew this program for Victor & Company, one of Buffalo's largest furniture retailers is an indication of the value we attach to it.

We feel that the co-operation of the staff of the Buffalo Broadcasting Corporation has aided very materially in keeping the program productive and in building continued new sales for our client.

Yours very truly,
BOWMAN & BLOCK, Inc.
Albert A. Bowman

AAB-M

This month the Victor Amateurs will have been a radio feature for more than eighty consecutive weeks. The above photographic reproduction of Mr. Bowman's letter is self-explanatory.

Johnny Boyer, master-of-ceremonies with the Victor Amateurs, is one of the personalities who have helped build consistently large listening audiences for BBC local commercial programs.

EIGHTY consecutive weeks is a record to be proud of in any division of the "show" business. During the more than eighty weeks the Victor Amateurs have been on the air, more than a thousand amateurs have appeared before stage and studio audiences. Yet, the record which this program has set is not an unusual one at BBC.

Bowman & Block, Inc., advertising agency for Victor & Company, have found BBC equally effective for many of their other radio accounts.

Behind the success story of individual program services is the story of an organization that has been built with network standards of showmanship for local production. In the past the networks have drafted many members of the BBC staff. They will continue to do so in the future.

The network stars of tomorrow are at BBC today waiting to serve you with program ideas and production that bring results.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Sleininger, Inc.

Quality Mattress Adopts Broadcasts For New Product

Success on WHAM Is Basis for Expanded Autumn Drive

By JOHN P. STREET Jr.
Account Executive
Hart-Conway Co. Inc., Rochester

QUALITY MATTRESS Co., Rochester, is sponsoring a new program Sunday evenings at 9 o'clock, on WHAM, Rochester. The program, known as the *Quali-Rest Serenade*, advertises the Quali-Rest Inner Spring Mattress, the "only mattress that can be taken apart and laundered as easily as your pillow-slips".

First introduced only eight months ago, the Quali-Rest Mattress is now carried by leading department and furniture stores throughout Western and Central New York State. It is aimed to appeal to the public from the viewpoint of comfort, economy and sanitation, with special emphasis on the last-named quality.

Results in a Hurry

AROUND the outside ticking of the Quali-Rest is a Talon slide-fastener which zips apart the ticking which can be completely removed and put in the wash-tub. Being Sanforized, it will not shrink. Removal of the outer ticking leaves the felt inner pads ready to be hung on the line for airing. The Quali-Rest's exclusive take-apart feature makes it possible to replace any of its parts individually at any time.

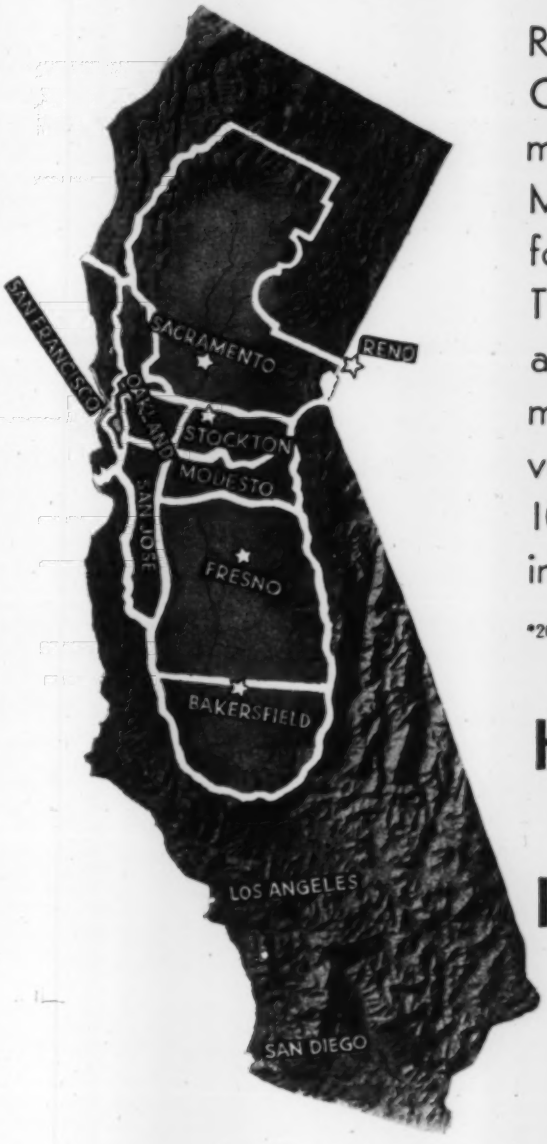
Except for advertisements in trade publications, the Quali-Rest Mattress had received no general advertising until the new radio program started Aug. 2. Results have already proved eminently satisfactory from the standpoint of increased sales. The present program is in the nature of a test. A more elaborate radio campaign is being contemplated for the fall.

Credit for conceiving the radio program is shared by Justin F. Williams, vice president of the Quality Mattress Co., and E. P. Kamer, a salesman for the company. The program is planned and arranged by the Hart-Conway Co. Inc., Rochester.

The *Quali-Rest Serenade* is a musical quarter-hour, music being provided by a studio ensemble of strings with piano. The type of musical selection holds to a course midway between the "heavy" and the "light",—sweet, melodious numbers, both old and new, with a general appeal and a tendency toward a mood of relaxation.

Opening with Brahms' "Lullaby", there follows a straight commercial announcement. Thereafter the musical program continues without interruption but for a very brief commercial skit at the halfway point. There are no title announcements to break the smoothness of the program. At the close the "Lullaby" is again played as background for a short commercial announcement. Finally the music dies away, the ticking of a clock is heard, then, as chimes strike the quarter hour, the announcer says: "Good night! Rest well with—Quali-Rest". The sponsor is offering cash prizes to any of its representatives who send in usable ideas for the commercial skit in the center of the program.

100% Listener Acceptance



Radio Homes* in McClatchyland depend almost exclusively on the McClatchy Radio Stations for radio entertainment. The McClatchy stations are "home" stations, not mere network outlets. Advertisers profit from this 100% listener acceptance in a rich market.

*208,000 Radio Homes (Jan. 1, 1936).

KFBK Sacramento

KMJ Fresno

KWG Stockton

KERN Bakersfield

Only through these McClatchy Radio Stations can this great area be adequately covered.

Representatives:

JOSEPH McGILLVRA
485 Madison Ave., NEW YORK
919 N. Michigan Ave., CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg. LOS ANGELES
1358 Russ Building SAN FRANCISCO
1038 Exchange Bldg. SEATTLE

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

McCLATCHY NEWSPAPERS: SACRAMENTO BEE - FRESNO BEE - MODESTO BEE

● Not just a radio station, but a station of acknowledged National Leadership and Power, known audience loyalty. Not just a Southern station, but a station by use of which advertisers have consistently gained a foothold, secured immediate distribution, in the nation's fastest growing market. Not buried in the cotton or tobacco belt, but commanding the threshold of a section's industry, agriculture and commerce . . . That is Radio Station WSM, a giant doorway through which product advertising must pass to secure distribution in the South.

Advertisers interested in rapid and frictionless entry into this important market will do well to investigate WSM possibilities. Additional information and convincing case histories gladly sent to agencies and manufacturers.

WSM 50,000 WATTS

National Representatives, EDWARD PETRY & CO., Inc.

Owned and operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
Nashville, Tennessee

DEAF AND BLIND COMMENTATOR

KFAB-KOIL News Analyst Overcomes Handicaps and Now Gives Two Programs Every Day

ALTHOUGH completely deaf and blind, Stephen D. Cartright has a perfect radio voice, with none of the flat quality which usually develops in a person deaf 11 years. Cartright, who calls himself "The Blind and Deaf Ambassador of the News", has joined Central States Broadcasting System and is now giving two periods of news commentary. He speaks over KFAB, Lincoln, at noon each day and over KOIL, Omaha, at 10:15 p. m.

He lost his voice as well as his sight and hearing 11 years ago, a result of an injury sustained in 1919 when he was a member of the American Expeditionary Force in Siberia. "I was on duty in Khabarovsk, Siberia," Cartright relates, "and during hand to hand fighting one night, one of the enemy brought a pistol down on the top of my head with terrific force. Although unconscious for some time as a result of the blow, I recovered in a few weeks with apparently no ill effects.

Then He Was Stricken

"ELEVEN YEARS ago I was bathing at Long Beach, Cal. Suddenly, as I lighted a cigaret, I was stricken. I was taken to a Veteran's Hospital and for a time the doctors did not know which way the case would turn. They kept me under the influence of narcotics for two weeks."

As soon as he was able to understand, physicians in the hospital told Cartright that he had suffered a central cerebral lesion, a dangerous brain injury. To regain the lost senses, the commentator visited medical centers in every part of the world. Friends took him to the world-famous Dr. Otanna in Japan but after a thorough examination, he told Cartright that nothing now known to medical science could bring back his sight and hearing.

According to Cartright, his greatest victory has been in his fight to regain the use of his voice. When he learned he would never see or hear again, he determined to concentrate on his voice.

He spent months in New York City, taking voice lessons under the best teachers in the United States and literally "manufactured" a new voice for himself. To keep it in good condition and in normal tone, Cartright practices every day, using a piano as a sounding board. He has become so expert in judging his voice by the feel of the vibrations that he knows exactly how far his voice carries and what tone he is using.

Stephen D. Cartright "hears" through his fingers. Placing his forefinger on the lips of his questioner and thumb and finger on each side of the throat, he is able to "hear" every word, and seldom needs to have any word repeated.

In his daily news commentaries for KFAB and KOIL, he has a secretary "read" the papers to him all morning. Then, with his own wide experience and knowledge of world affairs, he organizes his material in his mind and speaks extemporaneously for the 15-minute broadcast period.

At times he keeps one or two Braille notes before him. Another accessory at the broadcast table is his watch, with which he times his program. Before beginning, he removes the crystal of the watch, and feels the hands from time to time to tell how much time he has left.

BLIND AND DEAF—Yet Stephen D. Cartright, commentator, has a perfect radio voice and broadcasts twice daily on KFAB, Lincoln, and KOIL, Omaha.

Cartright joined Central States Broadcasting System's staff recently after spending 14 months in Japan. His stop there closed a lecture tour that took him into almost every country in Europe. His lectures, principally in Russia and Poland, were based on an interpretation of American political, social, and economic trends.

He speaks Russian, Polish, and Spanish fluently. He also speaks French, but since his affliction, has been unable to understand French because the vocal chords vibrate too rapidly. While on an extended stay in the Philippine Islands, Cartright also learned two Malayan dialects.

In the last few years, the blind and deaf ambassador of the news has interviewed many of the leading statesmen of Europe, including Mussolini, Kurt Schussnig, Hitler and Ramsay MacDonald.

Wilder Buys WOCL

COL. HARRY C. WILDER, president of WSYR, Syracuse, has personally purchased WOCL, 50-watter in Jamestown, N. Y., operating on 1210 kc., and if the transfer of license is approved plans immediately to ask for a power increase to 100 watts. The station was purchased for an undisclosed sum from A. E. Newton, its owner and operator. Col. Wilder also has pending before the FCC an application for a new 500-watt daytime station on 1240 kc. in Troy, N. Y. He is associated in this venture with Tom Rourke, president of the National City Bank of Troy; L. W. Houston, president of the Ludlow Valve Mfg. Co. and treasurer of Rennsaleer Polytechnic Institute, and S. E. Aronowitz, Albany attorney—each holding 15% stock in the Troy Broadcasting Co., with Mr. Wilder holding 55%.

SPEAKING OF SPOTS!

To date our national spot business is 104% ahead of last year [and those spots are getting crowded!]

P. S. Don't let those dust-bowl stories fool you about the Red River Valley. We had crops, we have abundant feed, and business is good. [That 104% increase in spots didn't come from no relief funds!]

WDAY, INC.

N. B. C.

FARGO, N. D.

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Warner Offer of Free Discs to Stations To Exploit Movies Brings NAB Warning

BRANDING a questionnaire sent by Warner Bros., motion picture producers, to stations as "not unlike other propositions" submitted to stations by film companies, James W. Baldwin, NAB managing director, on Sept. 10 advised members of his association to move cautiously before accepting "free offerings" of any character.

Declaring there is a basis for business relations between broadcasting and motion pictures, Mr. Baldwin said film companies can place orders for time and pay for it at the rates specified by stations. Stations, he said, cannot discriminate between advertisers. The statement follows in full:

"Do you wish to subscribe to our free motion picture preview transcription service sent to you in advance of film release?" There is a great deal more in the questionnaire mailed to radio stations last week by Martin Gosch, Warner Brothers radio director, but the meat of the proposition is contained in the above question.

Reaching Listeners

"THIS is not unlike other propositions submitted to members from time to time by other film companies. The film people are conscious of the fact that radio offers the most efficient means for exploiting their pictures. By means of 'Hollywood News', 'Commentaries by leading film stylists,' etc., the film personalities may be kept constantly before the listeners on 29,000,000 receiving sets. By means of song plugging (by special permission) and dramatizations, radio popularizes new songs and invites listeners to see their favorite performers.

"If the Warner proposition does not seek, as others do, to obtain free time — free exploitation of their pictures—why does not Mr. Gosch place an order for time and pay for that time at the rates specified in the stations' rate cards. He has all the facilities for building excellent commercial programs. He must know that talent costs are *in addition* to time costs. He ought to know that radio stations cannot discriminate between advertisers.

"There is even more at issue here. One fact that cannot be ignored is that while radio stations are popularizing film music, stations are building a music repertory that requires an expenditure of 5% of their receipts for 'time on the air', even though music is not used in certain programs. Another is that after popularizing orchestra leaders and other talent (often identified with motion pictures) radio is threatened with litigation if they do not cease broadcasting the recordings of such persons or pay heavy royalties for their use—and regardless of the fact that the musical selections involved are contained in the ASCAP repertory.

" 'Free offerings', regardless of their source, should receive searching inquiry before acceptance. It may be found that some of them contain the kind of food it takes to build a Frankenstein. A good example of this may be found in the recent offering by 'Words and Music Inc.', music publishers, of a record made by Jan Garber and his orchestra of two song hits. In the letter transmitting the record Mr. Piantadosi [George Piantadosi, general manager] said: 'We would greatly appreciate it if you would use this record at every opportunity on your future programs. Thanking you and with best wishes'. This offering was made late in July. In August Jan Garber permitted the use of his name in a suit brought by the American Society of Recording Artists against a member station (KFWB). In this suit Jan Garber alleges in substance and among others that the use of his record (Victor Record No. 24567, Brunswick Record No. 6740) was unauthorized; that its use for broadcasting diminished his income, created unfair competition, etc., and demanded an accounting and damages for the 'unlicensed' and 'unauthorized' use of his record. Will Jan Garber make the same claims concerning his selections offered to stations by 'Words and Music Inc.' in July?

"But back to motion pictures. There is a basis for business relations between radio broadcasting and motion pictures. It is founded on the NAB Code of Ethics. Adherence to the principles in it will eliminate discriminatory practices. That is in the public interest."

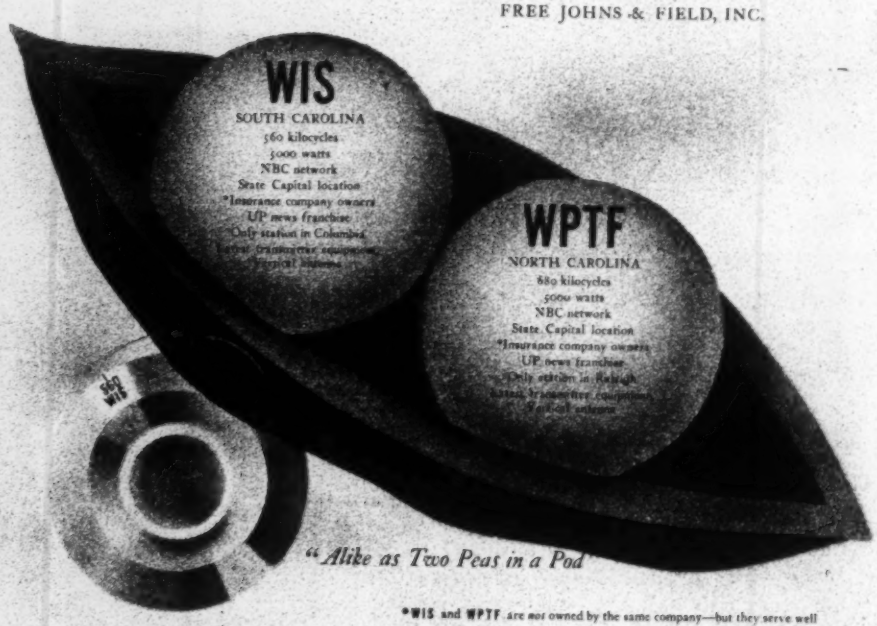
The CAROLINAS present
a Combination Market.....here
is the combination to open it.

WIS COLUMBIA, S.C. **WPTF** RALEIGH, N.C.

A COMPETITIVE COMBINATION RATE

You can get the greatest Carolina Coverage...of the largest "potential Purchaser Dollar" at the lowest cost by using the new Combination Rate now in effect on **WIS-WPTF**, the Carolinas' dominant NBC Stations — *Alike as Two Peas in a Pod.*

REPRESENTATIVES
FREE JOHNS & FIELD, INC.



"Alike as Two Peas in a Pod

*WIS and WPTF are not owned by the same company—but they serve well the two Carolinas, considered one market—so we present them together.

MULTIPLIED BY 2 MILLION

Gives you the "ear census" of the Great Northeast — undisputed domain of WGY. Without major competition, this powerful medium offers advertisers the only effective single sales entree to the prosperous customers in Eastern and Central New York and Western New England.

WGY **50,000 WATTS**
NBC Red Network
SCHENECTADY

Completely programmed by NBC

WRIGLEY PLANNING TO REMAIN ON CBS

TIME Inc., New York, publishing the magazine *Time*, will return the *March of Time* to the air this autumn for a new picture magazine it will start publishing within a few weeks. William Wrigley Jr. Co., Chicago, which took over the *March of Time* March 30 after it had been given up by Remington Rand Inc., will cease sponsorship of the CBS news drama Sept. 25. In all, the five-weekly quarter-hour series will have been on the air 60 weeks. Previously it had been a weekly half-hour program.

Wrigley will remain on a CBS network but with a different type of program, not yet announced. Batten, Barton, Durstine & Osborn Inc., New York, has taken an active part in production of the *March of Time* from its inception and will continue in charge when the program is resumed by Time Inc. this autumn. At present the *March of Time* cast is on vacation.

DON'T KID A KID
Producer Decides Youngsters Are Hard to Fool

THE LESSON learned by Himan Brown in directing the Ward Baking Co. *News of Youth* on CBS three evenings a week is: "Don't kid a kid."

"Children's programs have the most critical audiences in the radio business," according to Brown, who has produced scores of such broadcasts. "Sound effects are amazingly important, of course. I would even venture to say that youngsters would not listen to a dramatic program which did not include appropriate 'off mike' backgrounds. But such effects must be lifelike down to the last decibel and must serve to advance the development of the plot.

"Juveniles always expect a moral lesson in all programs written for them. I suppose that is due to their reading of fairy tales and children's books. But happy endings can easily be overdone, and realism is to be preferred in the long run. For this reason the pet dog sometimes dies in *News of Youth* dramatizations and little Johnny does not recover from the operation unless the real-life incident on which the sketch is based turned out that way. You have no idea how closely our audience checks the newspapers against our dramatizations. And all children's programs are either 'swell' or 'punk' to their listeners" Brown concludes.

The *News of Youth*, which each day dramatizes two or three true news stories about children, avoids all subjects which might put mischievous ideas into the heads of its audience. As a result, the program, now going into the third quarter of its first year on the air, has evoked high praise from the Parent-Teacher's Association and gathered about it an organization of more than a million loyal listeners. These followers have been organized into the "Scoop Ward Press Club", named after "Scoop" Ward, 17-year-old commentator on the program.

WESTINGHOUSE RADIO STATIONS • INCORPORATED •

HOME TOWN STATION

—to the 429,000 families in its primary area WOWO is *the* home town station—home town station because its programs year after year have been keyed to the needs and interests of the communities which comprise the immediate WOWO market.

Each year the 429,000 families in the WOWO primary area buy more than 295 million dollars* worth of merchandise. Through their home town station you can tell them your sales message most profitably, most resultfully.

*Latest U. S. Census figure.

WOWO *The* **HOOSIER STATION**

Westinghouse Radio Stations Inc.

Ft. Wayne, Indiana

10,000 Watts • CBS • 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY

Iraci Negotiating For WPEN, WRAX

NEGOTIATIONS looking toward the sale of WPEN and WRAX, Philadelphia, to John Iraci, former owner of WOV, New York, are currently in progress, with indications that he will take over the two time-sharing stations this month. Mr. Iraci on Sept. 3 purchased a 40% interest in the two stations from Paul F. Harron, part owner of WHOM, Jersey City, and WFAB, New York, for approximately $75,000. Clarence Taubel, 60% stock owner in the William Penn Broadcasting Co., is negotiating with Mr. Iraci for sale of his 60% of the common stock and all of the preferred stock of the company.

Russell Feldman, New York broker, who held an option for the purchase of the Philadelphia stations, disposed of that option to Mr. Iraci and is not involved in the current negotiations, it is understood. Mr. Iraci several weeks ago sold WOV to Arde Bulova, watch manufacturer and broadcaster, for $300,000, subject to FCC approval. The station figures in the complex plan of the Paulist Fathers, of New York, to procure a full time 5,000-watt assignment for the part time WLWL, New York.

Mr. Iraci already has been elected vice-president and a member of the Board of William Penn and, upon acquisition of the balance of the stock, will take over management of the station. It was indicated that no staff or management changes are contemplated but it is probable that WPEN and WRAX, now operating separately, will be merged as a full-time station operating on the 920 kc. channel with 250 watts at night and 500 watts day.

It is likely also that the station will be a part of a seaboard network planned by Mr. Bulova to include such stations as WNEW or WOV, for New York coverage; WELI, New Haven; WNBC, New Britain-Hartford, and WCOP, Boston. WELI, WNBC and WCOP are new statinos and were financed by Mr. Bulova.

Rochester's New Local

STUDIOS of the new WSAY, 100-watt daytime station on 1210 kc. in Rochester, N. Y., which will became a unit of the New York State network keyed from WINS, New York, are nearing completion in the downtown Taylor Bldg., and the station's owner announces it will be on the air before Oct. 1. Gordon B. Brown, licensee, has held a C.P. for the new station about a year. Mr. Brown, onetime technician with WHEC and the Rochester police radio station, stated he will manage WSAY and be its chief engineer, with E. K. Johnson, formerly with WGAR, Cleveland, as commercial manager. Equipment of his own manufacture is being installed, said Mr. Johnson, at a cost of $30,000, and he added he expects also to enter the field of manufacturing and selling similar 100-watt transmitters.

CARROLL LEVIS, who is the British counterpart of Maj. Bowes, on Sept. 8 relayed to the NBC-Blue network a sample of his *London Amateur Hour* from the BBC studios.

BUFFALO'S A GOLD MINE!

WE frankly predict that it won't be long before many national advertisers who have been ignoring Buffalo will be putting on a Klondike rush to the Queen City of the Lakes when you discover all the extra dollars in circulation here because of remarkable business gains.

BUFFALO steel mills today are operating full blast. The Bethlehem Steel Company has made almost $100,000,000 in improvements at its Buffalo plant to handle the huge orders which are pouring in after so many lean years. Some 2,800 other local plants, large and small, representing a diversity of industry unequalled by any other city, now have payrolls which in many instances exceed those of 1929.

NEW YORK is the richest state in the Union, and the western part of the Empire state, with Buffalo as its metropolis, has a population of more than 2,000,000 people who want to hear about your cereals, cosmetics, tires, shoes, soups, canned goods, or anything else that you want to sell in volume in this mighty important market.

YOU cannot afford to ignore such a fertile field. You reach it quickly, thoroughly and cheaply through Buffalo's most up-to-date medium—a medium that has developed a large audience through its excellent Transradio Press coverage, its fine music and many other captivating features.

WBNY

Owned and Operated by Roy L. Albertson

Studios—485 Main Street **BUFFALO** Telephone Cleveland 3365

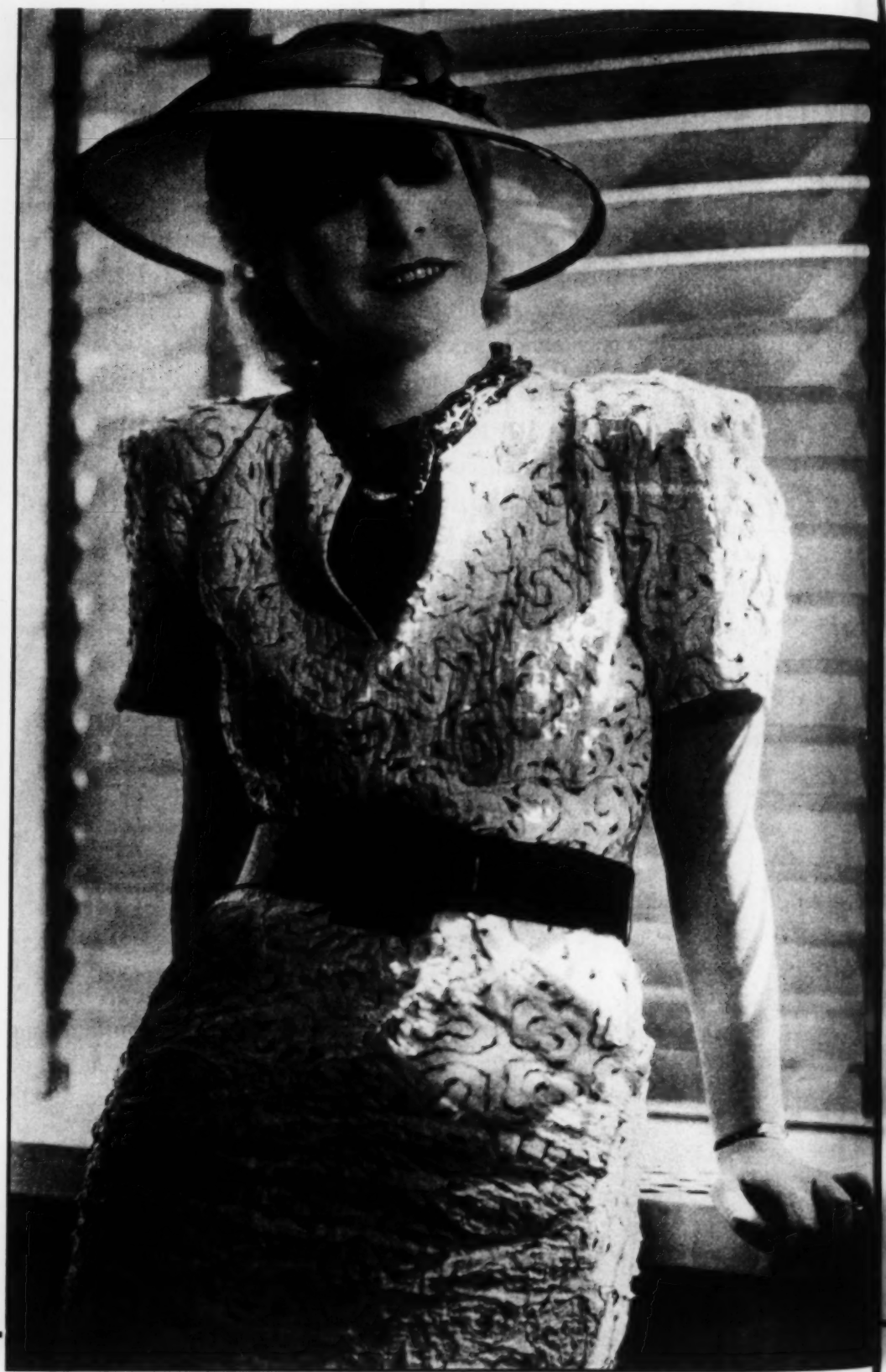
National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City 520 N. Michigan Avenue, Chicago 122 S. Benton Way, Los Angeles

Singing for

WORLD PROGRAM SERVICE



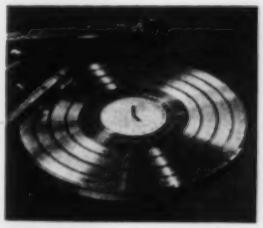
HARRIET GREY

One of the many notable stars whose talents make the World Program Service Library the greatest repertory of recorded radio music and entertainment in the world today. More music by Miss Grey will soon be on the way to World Program Service subscribers.

XUM

Up-to-the-Minute *Entertainment* from TRANSCRIPTION HEADQUARTERS

WORLD



• New and up-to-the-minute entertainment, new life, is constantly being added to World Program Service. Fresh and interesting continuities, successful sales ideas and the world's finest music—these go regularly to WBS subscribers. In addition to the songs of Harriet Grey, other important releases are on the way. An example of the moment is the series of Brahms and Beethoven, recently recorded by Leo Erdody and the World Symphony Orchestra.

First and Most Complete TRANSCRIPTION LIBRARY

The internationally famous World Program Service was the FIRST transcription library assembled for the exclusive object of radio broadcasting. It now serves over 150 radio stations—leading broadcasters in their cities. In July, 8 new subscribers—in August, 7—each serving an important market in the United States or Canada.

World Program Service subscribers are resultfully employing this most complete library of over 1500 separate selections, both classic and popular (and the 48 new selections recorded and issued each month) not only for sustaining programs which capture vast popular interest but, what is still more important, for sponsored programs among their local advertisers.

Wide Range Vertical Recording

All World Library recordings are made, at Transcription Headquarters, by the Western Electric method of Wide Range Vertical recording—all subscribers are equipped with the Western Electric system for "matched quality" reproduction. This insures both station and advertiser of the highest possible quality—superb balance, depth and beauty of tone, perfection of detail—transmission of voice and instruments exactly as they sound at the microphone. Nothing finer can be heard on the air! . . . For full particulars of subscriber service, write to Station Relations Manager, Transcription Headquarters, 711 Fifth Avenue, New York City.

WBS

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • LOS ANGELES • NEW YORK • SAN FRANCISCO • WASHINGTON

XUM

BROADCASTING and Broadcast Advertising

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NORMAN R. GOLDMAN, Advertising ● HOWARD J. LONDON, Editorial

Slide Rule Economics

SOME RATHER amazing conclusions can be drawn from the FCC's allocation survey. Rural listeners themselves report that they are primarily dependent upon clear channels for good reception. The reason for this is obvious. Regional stations, or even locals, for economic reasons rarely can be found in cities of less than 25,000 population. And their power is so limited that they often cannot penetrate the deep rural areas, though there is no denying their frequently excellent coverage of contiguous rural populations which usually are the densest.

The survey shows conclusively that if the country as a whole is to be accorded radio reception, a certain number of high-power stations must be accommodated on clear channels. The radio law is founded upon the premise of equality of reception, as nearly as possible, to all listeners. The farmer living many miles from a city is entitled to radio service on the same basis as the dweller in New York City.

But it appears that the radio fraternity may have to revise its definition of clear-channel service. The technical studies of the FCC seem to show that one or even two stations of 1,000 watts at night, using directional antennas, can operate on the same channel with a 50,000-watt station without destroying its secondary coverage. That is a startling finding that may bode much for future assignments.

Many other deductions will be made from the comprehensive four-phase allocation study of the FCC. They will be brought to light during the Oct. 5 hearings. At the same hearings organized station groups will come forward with their own plans of allocation, and the usual crop of interlopers will be on hand to try to crash the radio gate.

The stakes are altogether too important to risk any half-baked conclusions. The rule of the slide-rule and of watts and kilocycles may show one thing, but common sense, public service and economics are even more important. Any conclusions reached should take all of these factors into account.

Selling Soap and Politics

SO THE SOVIETS are going to use broadcast advertising over Russia's state-operated radio stations to push the sales of products of the State Perfumery Trust, particularly soap! Well, sir, we've always believed in advertising by radio and we've always felt that those European countries forbidding it are on the wrong tack. Now we find a dictatorship ready and willing, according to United Press reports, to utilize the American method for the sake of trade.

Meanwhile, as Donald Flamm of WMCA, New York, found on his recent tour of Europe, Britain lets millions of dollars of British sponsors' money slip through to foreign radio stations because it bars radio advertising; though it is hard for us to understand how the naming of transcription and record manufacturers, film and stage artists and productions, song hits from shows that are generously identified, etc. is not construed as advertising. Meanwhile, Nazi Germany and Fascist Italy do not permit radio advertising—no advertising other than the persistent propagandizing of their peculiar political ideologies, with nothing opposing them permitted on the air, of course. Meanwhile, too, the example of Europe makes Americans more satisfied every day that, the enlightening, entertaining, trade-stimulating, non-political, competitive American system of broadcasting is still the best ever devised for a democracy.

Check and Double Check

INSTEAD of a gross business of $87,000,000 last year, it now appears that the broadcasting industry probably reached $92,000,000 or more. This fact develops as an outgrowth of the difference between the U. S. Bureau of the Census and the NAB [BROADCASTING Aug. 15 and Sept. 1].

The error evidently was on the side of the NAB and primarily in the amount of local business done by stations. The Census Bureau's figures in the fields other than local, and those of the NAB's business index, compare most favorably when certain factors are taken into account, since the government pursued the course of producing net computations whereas the trade association used gross.

But in local business the NAB fell no less than $5,000,000 short. By the very nature of the business, complete local information is the most difficult to procure. The NAB projects its figures from samples rather than from reports for the industry as a whole, and pulling accurate samples on local business is like pulling eye teeth, we are told. Obviously, errors can creep in and correction factors must be taken into account.

There can be no justifiable criticism of the NAB, we feel, because it leaned toward the side of conservatism in its computations. Usually industrial estimates are the other way—that is, toward inflated calculations. Indeed, we feel that NAB deserves commendation for its pioneering work in establishing the business index, three years ago.

The Census Bureau's survey has performed the important function of serving as a check and balance on the NAB's business index. It throws light on how the NAB can make more accurate the complex and tedious work of devising its statistical review. The NAB no doubt will not hesitate to use a correction factor in compiling future figures, and might even modify the 1935 figure.

Out of this difference of results it now looks as if the industry will do more than $100,000,000 for 1936. The NAB figures for the first six months show business of nearly $51,000,000. Reckon also that this total is low, because of the base the NAB has used on local business, and one can readily see that the 1936 total probably will pass $110,000,000.

The RADIO BOOK SHELF

COMBINING into one edition the various success and merchandising stories it has carried in its monthly *Broadcast Merchandising*, the NBC sales promotion department, managed by E. P. H. James, is offering the 112-page book without cost to bona fide inquiries. The book is indexed by name of client, industrial classification and merchandising methods and the articles recount how various sponsors have used radio effectively.

Anniversary Year

AMERICAN radio's rise virtually out of "thin air" to the stature of an industry which this year will turn over more than $100,000,000 in time sales alone, let alone the 5 billion dollars or more spent on receiving sets during the last 15 years, merits a little reflection upon its meteoric growth and upon the men and interests responsible for it.

Sixteen years ago, on Nov. 2 KDKA began daily operation. Sixteen years ago last month, what is now WWJ went on the air. There seems to be some dispute as to which started first, but in any event they are undoubtedly the first commercial broadcasters in the world still on the air.

Ten years ago the NBC was organized as the world's first network, really signalizing the beginning of commercial broadcasting. Crammed into those 10 years the broadcasting industry as a whole as well as NBC in particular have built a structure that future historians will record as unparalleled by any other industry.

Consider, too, the men who made radio. Marconi and DeForest are still active. M. H. Aylesworth is still on the scene, though temporarily on the sidelines. William S. Paley, only 34, still heads the company he built up. David Sarnoff, RCA president and NBC chairman, on Sept. 30 will observe his 30th anniversary in radio; he was only 15 when he started as a messenger boy for American Marconi, was graduated into an operator and then rose spectacularly to the helm of the largest single entity in American radio.

These are only a few of the leaders whose business brains and judgment nurtured this great development, directing radio's phenomenal rise in this country as a private, competitive enterprise. Radio, it will be seen, is still a young man's game—and with television and other magic yet to come, we have every confidence that this "older" generation of young men aided by the generations to come will carry on as aggressively and competently.

We Pay Our Respects To —

FREDERICK GEORGE IBBETT

IT MAY have been the roving instinct inherited from a Kentish ancestor who sailed the Atlantic under Drake; it may have been the depressing atmosphere of post-war England, or it may merely have been the capriciousness of Fate, but whatever the force that lifted Frederick George Ibbett from the traditional army career of an English gentleman and eventually deposited him in an advertising office overlooking Chicago's Michigan Boulevard, the result is a story that does not resemble the American "office boy to president" pattern.

Born in London in 1896, Fred Ibbett, radio director of Aubrey, Moore & Wallace, spent his boyhood in the historic village of Sevenoaks, Kent. After prep school and three years on the continent, chiefly at the University of Geneva, he returned to England to enter the University of London, where his inability to make a choice between literature, dramatics and engineering led him to attempt to specialize in all three subjects. While still a student he joined a volunteer cavalry regiment of the British yeomanry, corresponding roughly to our reserve officers training corps, and he was in camp with his regiment when the war broke out in 1914.

Within the month Ibbett was on his way to join Allenby's forces in Egypt, where he helped chase the terrible Turk until a minor wound at Gallipoli put an end to his cavalry experiences. Following convalescence he was transferred to the Royal Air Force as an observer and then sent back to England for training as a pilot. In 1917 Ibbett went to France, where he found the war a far different experience from the "gentlemen's war" of his Egyptian campaign.

Again wounded, Ibbett was sent back to England for hospitalization. He returned to service as an instructor, first in the air force and later in the Royal Tank corps. Following the Armistice he helped form the first Tank School and work out a curriculum for teaching the tank's mechanical intricacies to the country boys who form the bulk of the recruit supply to England's standing army. This experience has been extremely valuable in radio, says Ibbett, as it gave him a clear insight into the psychology of the average man.

For seven years Ibbett stayed on in the army. Then came the realization that with the mounting cost of living and the increasingly heavy tax load his father should not be further taxed by supporting a son's horses and the other requisites of a British officer which the army pay did not begin to cover, and he regretfully turned in his commission and looked about for something else to do. It was then that he ran into a friend made during the Egyptian campaign, an engineer named Eckersley who even in those prebroadcasting days had been wildly interested in wireless. Eckersley, now an official of the British Broadcasting Corp., gave Ibbett the job of technical dramatic director. For two weeks Fred would cast and rehearse dramatic shows, and for the next two weeks he would have charge of the transmitter of 2LO. This combination of dramatics and engineering was right up Ibbett's alley and for two years he had a grand time, hobnobbing with England's theatrical big-shots on an equal footing, for if he knew little about the theatre they knew even less about radio.

Then, in England as in the U. S., broadcasting began to settle down. But whereas over here it developed into "big business" with big opportunities, in England radio became a branch of the civil service, with lowered salaries and slow promotion, the fun squeezed out of it by governmental regulations. Deciding that red tape did not make for rosy futures, Ibbett, who was about to be married, suggested to his bride-to-be that they spend their honeymoon in America.

She agreed, and a few weeks afterwards the Ibbetts found themselves strolling across Chicago's "loop". Suddenly Mrs. Ibbett spied a sign reading "National Broadcasting Company".

"To English eyes 'National' means 'Government'," says Fred, "so in I went and before long I was telling my story to Don Bernard, program director. I don't know whether it was my English accent, my complete naivete about American broadcasting, or what, but for some reason Bernard decided to take a chance, and when I walked out I had been hired as Chicago production man of NBC.

"At that time radio dramas were establishing themselves and were beginning to find favor with the music-surfeited audiences. We were soon piping a good many dramatic programs to the network. You may remember *The Empire Builders, Rin-Tin-Tin Thrillers, Conoco Adventures, Girl Reporter, First Nighter* (still going strong), and there were many more."

After a couple of years at NBC Ibbett moved across town to take a similar post with CBS, but he had been there only about six months when the agency in charge of Campana's advertising called him in to supervise production on that sponsor's new *Fu Manchu* series as well as its *First Nighter* broadcasts, which he went to Hollywood to direct in August. When Campana changed agencies Ibbett went along, and today devotes most of his time to the production of the weekly *First Nighter* program—which returned from the studio in Los Angeles to the NBC-Red on Sept. 4—serving chiefly in an advisory capacity on the other broadcasts sponsored by the clients of Aubrey, Moore & Wallace.

Ibbett's favorite outdoors activity is riding, and each Sunday that the weather permits finds him on the bridle path in the forest preserve near his Evanston home. Many of his free evenings are spent at the movies, although Fred says that this is really a professional activity as he usually loses all track of the plot in focusing on some bit of production technique that can be adapted to radio. But his chief hobby is radio engineering, and one room of his home has been converted into a laboratory where he builds and tears down innumerable shortwave sets.

PERSONAL NOTES

FRED J. HART, president and general manager of KGMB, Honolulu, and KHBC, Hilo, left San Francisco Sept. 12 on board the *Lurline* for a five-weeks' business conference in the Islands. Mr. Hart makes his headquarters in San Francisco, where the stations maintain offices in the Hotel Californian, with L. D. West in charge.

RAY M. BECKNER, for several years with KVOR, Colorado Springs, and recently with KLZ, Denver, has taken over the management of KIUP, Durango, Col.

BARNEY LAVIN, for the last two years on the sales staff of WDAY, Fargo, N. D., has been named commercial manager by E. C. Reineke, manager and owner. He succeeds Robert Schulz, who becomes manager of WMIN, St. Paul, new local which begins operation later this month.

HORACE LOHNES, Washington radio attorney, was elected vice chancellor of Delta Theta Phi, national legal fraternity, during its convention in Washington the first week in September. This puts Mr. Lohnes, a graduate of Ohio State and George Washington universities, in line for the chancellorship or presidency.

BERTRAM LEBHAR Jr., director of sales of WMCA, New York, finished in second place with his partner in the recent national bridge tournament at Asbury Park, N. J., playing a plus 60% game.

HOWARD J. PERRY, station director of W2XR, New York high-fidelity station, has resigned to enter other radio work. He has not announced future plans. Mr. Perry prior to joining W2XR had been in newspaper work on the Coast, and formerly was associated with KGW, Portland, Ore.

JACK STONE, formerly manager of WPHR, Petersburg, Va., has joined the sales staff of WRVA, Richmond.

MIKE HOLLANDER has been appointed manager of sales and production of KGGM, Albuquerque, according to an announcement by T. H. Lathrop, KGGM manager.

WILLIAM B. GELLATLY, sales manager of WOR, Newark, is taking treatment for severe burns suffered last month when an oil stove exploded in an automobile trailer occupied by himself and his wife. He was on a vacation at the time. He expects to return to his office later this month.

BOB KAUFMAN, formerly CBS Chicago press manager, has been appointed commercial manager of KMA, Shenandoah, Ia.

LENOX R. LOHR, NBC president, who is making visits to NBC owned, operated and affiliated stations as frequently as he can get away from New York, was feted at a dinner by WSB and officials of the *Atlanta Journal* during a visit there early in September.

JOHN G. GUDE, CBS publicity director in New York, was to leave about Sept. 15 for the West Coast where he will contact the San Francisco publicity office and then go to KNX, Los Angeles, to inspect the new setup there.

MISS JANET QUIGLEY, in charge of women's programs for the British Broadcasting Co., will arrive in the United States in October to study women's programs as broadcast over American networks and stations.

CHARLES DENNY, formerly with WHO, Des Moines, has joined the sales staff of WSYR, Syracuse.

WILLIAM A. SCHUDT Jr., president of WBT, Charlotte, N. C., is back at his desk following a prolonged illness caused by heat prostration suffered in Milwaukee where he had gone after the NAB convention.

J. BURYL LOTTRIDGE, general sales manager of KOIL, KFAB, and KFOR, addressed a meeting of Omar Flour Co. salesmen in Omaha recently on "Radio Selling and Merchandising".

JOHN S. K. HAMMANN on Sept. 1 was made NBC national sales representative of KYW, Philadelphia, and Edward Hitz, who has been NBC resident sales representative there since November, 1934, returns to the New York sales department.

WILLIAM F. EARLS has resigned from the NBC sales department in New York.

Norton Joins Patterson

HENRY K. NORTON, who resigned Aug. 1 as assistant to David Sarnoff, RCA president, has joined Richard C. Patterson Jr., former NBC executive vice president, who has offices in Suite 3630 RCA Bldg., New York. Mr. Patterson represents various banking and industrial interests interested in securing radio properties. He is a member of the boards of several banks and industrial concerns.

Charles Wise

CHARLES WISE, 25, formerly public relations director of WKRC, Cincinnati, was killed in an automobile accident near Cleveland late in August. He was the son of Russell B. Wise, announcer with WTAM, Cleveland.

BEHIND THE MICROPHONE

JAMES CROCKER, formerly of WOAI, San Antonio, has been named to succeed Robert Coleson, who replaces Clyde M. Vandeburg as Texas Centennial radio director. Vandeburg has resigned to become radio director of the Golden Gate fair in 1939.

HAL TOTTEN, veteran sports announcer of NBC, Chicago, has moved from the publicity department to the new offices of Ken Fry, who now devotes his entire attention to the program department of the organization as news and special events director.

MRS. LESSIE SMITHGALL, of the continuity staff of WSB, Atlanta, on Aug. 30 began directing a series of dramatic programs built up from the serial stories carried in the *Atlanta Journal* and enacted by WSB's own dramatic company.

GORDON A. SCHEIHING, program director of WCAO, Baltimore, is the father of a second boy, born in August.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

HAL SPARKS, formerly of KFXR, Oklahoma City, has joined KFYO, Lubbock, Tex., as "Burnt Toastmaster" of the KFYO *Coffee Club*.

FRED JESKE, formerly with WHO and KSO, Des Moines, and with WSB and WGST, Atlanta, has joined WSYR, Syracuse, as assistant to Fred Ripley, program director.

C. L. MENSER, NBC production manager of the Chicago studios, was in California the end of August visiting the Hollywood and San Francisco studios, conferring with Kenneth Carney, program manager and Frank Cope, production manager, in the latter city.

CLARENCE FUHRMAN, director of the staff orchestra of WIP, Philadelphia, is the father of a girl born Sept. 2.

FRANK BARTON has joined the NBC junior announcing staff in San Francisco, succeeding Robert Dwan, who has been made assistant to Richard Ellers, night program supervisor. Dwan will also do script writing and assist in the production department.

GLAN HEISCH has been promoted to be production manager of KFI-KECA, Los Angeles, succeeding Clay Osborne, resigned.

THOMAS HUTCHINSON is in Hollywood on assignment from the New York production department of NBC to aid in arranging an audition of Irvin Cobb for a possible network sponsor.

AND STILL THEY COME—Perhaps it is piscatorial pride that prompted WOR to enter another photograph in the contest developing over who is the best fisherman in radio. The Aug. 15 BROADCASTING started the ball rolling when it published photographs of Bob Catherwood (WOR) and his 270-lb. swordfish and Phil Hennessey (NBC) and his 10-pound salmon, both big catches for their respective species. Then in the Sept. 1 issue the honors were claimed for E. S. Campbell (CHNS, Halifax, N. S.), pictured with his 550-lb. giant tuna. Comes now Bob Edge, who conducts the *Fishing Angle* feature on WOR each Friday, with this day's catch of *two* big tuna — one of 232 lbs. and the other 187 lbs.

RUPERT PRAY, in the sales promotion department of KJBS, San Francisco for the last three months, has been appointed traffic manager of Northern California Broadcasting System. He succeeds Marion Woodling who resigned Sept. 1 to join the production department of KYOS, now being built at Merced, Cal.

JACK HANSSEN, formerly of KDB, WIBA, WISN, KSOW and WTAX, has joined the Lincoln staff of KFAB.

FRANK W. LINDER, recently in charge of the WNYC, New York, Christian Science Monitor News Service, on Sept. 1 was appointed production manager of W1XAL, Boston shortwave station, by Walter S. Lemmon, president. He was formerly with WMCA, New York, as a continuity writer.

GORDON BROWN, announcer of KJBS, San Francisco, has been commissioned an ensign in the Naval Communications Department, U. S. Naval Reserve.

ARNOLD MARQUIS, former news syndicate writer, who has also been affiliated with various Midwest stations, has joined the NBC production staff in San Francisco.

PAUL DUDLEY, Boston, announcer, has joined KHJ, Los Angeles.

VAN FLEMING, NBC producer in San Francisco was married Sept. 6 to Karolyn Reis, Portland, Ore. book and magazine illustrator, in Carmel, Cal., Larry Allen, head of the NBC artists service in San Francisco, was best man.

OTTIS ROUSH, formerly manager of KLCN, Blytheville, Ark. and for the past year continuity writer and announcer of KBTM, Jonesboro, Ark., has joined WTJS, Jackson, Tenn., as announcer and sportscaster.

ADELE HOOVER, of the NBC sales promotion department, San Francisco, was married in August to Dana Bremner, attorney.

CHARLES C. URQUHART has been appointed production manager of KDKA, Pittsburgh, succeeding Sherman MacGregor, resigned. Mr. Urquhart was formerly assistant general manager of WGBI, Scranton.

FORD BOND, NBC announcer, and Mrs. Bond are the parents of a 7-pound son, Reynolds Ford Bond, born in Brooklyn Hospital Sept. 4.

ELIZABETH LAWSON CALHOUN, formerly assistant director of the WPA Federal Music Project, who has just completed a survey of informal education in music as a fellow of the General Education Board of the Rockefeller Foundation, has joined W1XAL, Boston shortwave station, as special advisor for a new series of educational music programs.

LESLIE MARSHALL, formerly of WIP, Philadelphia, has joined the announcing staff of WHIO, Dayton.

Expanded Radio Course Given by Minnesota U.

UNIVERSITY OF MINNESOTA, through its extension division, again will offer classes in radio script writing this fall it is announced by Richard R. Price, director. The course was inaugurated last February, and consisted of actual script writing from a 30-word "station-break" to 15-minute dramatic programs. The original course was given on the University of Minnesota campus.

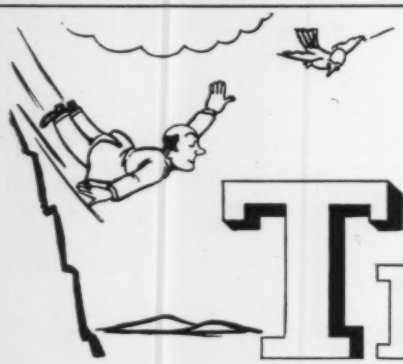
The original group of 30 students included men and women already "doing script", department store advertising staff members, executive secretaries of organizations that have found the radio effective in their activities and persons from other fields. For the scholastic year 1936-37, the course will be enlarged with classes not only for novices but for advanced workers. During the first semester there will be classes both on the campus in Minneapolis and in St. Paul for beginners. For the second semester, beginning in February, there will be a course for advanced students and also for beginners, both on the campus. The instructor of the original class, who continues this year in the enlarged course is Luther Weaver, head of Luther Weaver & Associates, a Twin Cities advertising agency specializing in radio.

Dresden Heads Group

OWENS V. DRESDEN, manager of KHJ, Los Angeles Don Lee station, was named president of Southern California Broadcasters Association at a recent meeting of stations in that area. Two meetings a month are planned by Mr. Dresden. L. W. McDowell, of KFOX, Long Beach, was named secretary-treasurer.

Tapioca Talent Shift

GENERAL FOODS Inc., New York starts its Minute Tapioca series on an NBC-Blue network Oct. 4 with *Stoopnagle & Budd* replacing *Tim & Irene*, originally scheduled for the series. Young & Rubicam Inc., New York, is agency.



TEST
BEFORE YOU LEAP!

Tested programs eliminate guess work in radio selling. KMBC offers tested programs by program-building experts—a formula for success advertisers like! Evidence: now on the air or scheduled for broadcast are Ted Malone, "Between The Book Ends," for Hind's; Crystal Gazers for The Colgate-Palmolive-Peet Co.; Mary Ward for Montgomery Ward, Diamond City News for Mid-Continent Petroleum Corp. Still available are Happy Hollow, Life on Red Horse Ranch, The Texas Rangers, and other KMBC tested features. There's one for you! Wire

KMBC of KANSAS CITY

THE PROGRAM BUILDING AND TESTING STATION

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

FLASH

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT — W. W. WHITE, PRESIDENT

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Received at 427 So. LaSalle St., Chicago, Ill. Wabash 4321

WMA283 45 DL 2 EXTRA XC=SHENANDOAH IOWA 1 1102A

MR ADVERTISER=

KMA NOW OPERATING FULL TIME WITH NEW TRANSMITTER STOP REACH AMERICAS CHOICEST FARM AUDIENCE BUILT ABOUT THE FRIENDLY PERSONALITY OF EARL MAY PIONEER AGRICULTURAL BROADCASTER STOP THIS LARGE LOYAL AUDIENCE IN IOWA NEBRASKA KANSAS AND MISSOURI IS BEST FARM BET IN RADIO TODAY=

BOB KAUFMAN COMMERCIAL MANAGER RADIO STATION KMA.

WESTERN UNION ALONE SERVES 89% OF THE PLACES HAVING TELEGRAPH OFFICES

Earl E. May, President

Now!

FULL TIME OPERATION
NEW VERTICAL RADIATOR
NEW R-C-A-TRANSMITTER
NEW STUDIO EQUIPMENT

Represented by Wilson-Dalton-Robertson, New York, Chicago, Kansas City
Pacific Coast Representatives: Walter Biddick Co., Los Angeles, San Francisco, Seattle

KMA *The Earl May Station* SHENANDOAH, IA.

XUM

Seek Cheyenne Station

REV. S. H. PATTERSON, who recently gave the *Oklahoma Daily Oklahoman* interests, operating WKY, Oklahoma City, and KLZ, Denver, an option to purchase KVOR, Colorado Springs, and who is an applicant for a new 1,000 watt station in Denver on 1570 kc., has entered into a partnership with William C. Grove, radio engineer, and together they have applied to the FCC for a new 100-watt station on 1420 kc. in Cheyenne, Wyo.

TWO hours after the premier of *Foolish Questions* on WAAF, Chicago, Thomas J. Webb Co., Chicago coffee distributor, had signed the program for six quarter-hours a week. J. L. Sugden Adv. Co., Chicago, is agency.

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.

VOLUNTARY HAWAIIAN SET TAX

Half of Listeners Pay 50c a Year to Maintain Body To Cut Man-made Interference

SO ANXIOUS are Hawaiian listeners to have good reception that 27,789 of them have gone to the trouble to go to the collector's office and pay the voluntary 50 cent tax on radio sets, although the territorial legislature provided no penalty for non-payment when it adopted in 1935 this means of financing the new Radio Interference Commission.

The number of voluntary taxpayers is believed to represent about half of the radio families in the Territory, where radio is one of the main amusements. While 60% of the sets are owned by others than Caucasians, the remaining Hawaiians, Japanese, Chinese and Filipinos read, write and understand English and often are better buyers of autos, refrigerators and radios than Caucasians. The Commission set up last year maintains a field man to find and eliminate man-made interference. Practically all of those who have paid the voluntary tax are one-radio families.

Of the total number of taxpayers, 11,704 are owned by Caucasians; 1,487 by Hawaiians; 9,456 by Japanese; 3,225 by Chinese; 142 Koreans; 142 by Filipinos; 342 by other races. Small sets predominate, an analysis of the tax figures shows. The Island of Oahu, largest of the group, has 18,938 taxpayers.

Rudolph's Jewelry Spots

RUDOLPH'S jewelry chain, operating 17 stores in New York and New Jersey, recently started a series of 100 live dramatized announcements on WGY, Schenectady, to promote its optical service. Broadcasts also are being placed on WSYR and WFBL, Syracuse, and WNBF, Binghamton. Leighton & Nelson, Schenectady, is the agency.

Thornburgh Picks Executives of KNX

Arthur Kemp Is Appointed as CBS Regional Sales Chief

Mr. Rickenbacker

COMPLETION of the Hollywood staff of CBS, headquartering at the studios of KNX, which on Aug. 16 was taken over by the network, was announced by Donald W. Thornburgh, CBS Pacific Coast vice president, shortly before he departed Aug. 28 for a three-weeks trip to Chicago and New York headquarters of the network.

With the resignation of Naylor Rogers as KNX general manager and the appointment of Paul Rickenbacker, former CBS west coast manager, as Mr. Thornburgh's assistant [BROADCASTING, Sept. 1], it was announced that Arthur Kemp, former KNX sales promotion manager and for several years sales manager of the Don Lee Broadcasting System, has been named Pacific Coast regional network sales manager. Charles Vanda, former CBS Artist Bureau manager in Hollywood, has been named program director.

Other Executives

MR. KEMP fills a newly created post, with Carl Nissen, KNX commercial manager, resigning effective when Mr. Thornburgh returns from the East. National spot sales manager will be Elmer Pedersen, retained from the KNX staff. Charles Vanda succeeds Leonard Cox, resigned, who will continue handling Fels Naptha script shows out of Hollywood.

The remainder of the CBS-KNX personnel lineup follows: C. A. Carlson, formerly with CBS in Chicago, comptroller and office manager; Lester H. Bowman, formerly with WJSV, Washington, Pacific Coast operations engineer; Kenneth G. Ormiston, former KNX chief engineer, assistant to Mr. Bowman and chief transmitter engineer of KNX; Harry Spears, formerly with the New York office of CBS, audio supervisor; Alden Packard, of the KNX staff, maintenance supervisor; Miss Edythe Todesca, KNX production manager, in the same capacity; Les Mawhinney, KNX news director in same position; Wilbur Hatch, musical director, in same position. Ralph Wonders, CBS artists' bureau head, is expected on the Coast soon to set up a department.

REMOVAL of WILM, Wilmington, Del., to Chester, Pa., is sought in an application filed with the FCC by the licensee. The interests owning WILM also operate WDEL, Wilmington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WAZL, Hazleton, Pa., and WEST, Easton, Pa.

• ALERT . . . WATCHFUL . . . taking advantage of every opportunity to produce even greater results for our advertisers. This constant *personal* supervision has been responsible for the amazing success of hundreds of campaigns. Enthusiastic advertisers have extended contracts again and again and WIBW enjoys a national reputation for doing a "real selling job."

• There's nothing secret about our method. A station executive assumes full responsibility for the success of your campaign . . . department heads confer to select the proper announcer . . . entertainment with tested appeal . . . a time when your sales message will have the largest and most receptive audience . . . nothing is left to chance.

• Nor is vigilance relaxed once the program is on the air. Mail and sales response is analyzed . . . programs checked . . . continual improvement sought. Your campaign *must* succeed. Simple, isn't it?

• This tested, successful method of *personal supervision* will make *your* coming campaign a success. Phone, write or wire our nearest office for full details.

WIBW—Topeka—"The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

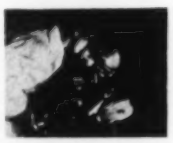
STANDARD RADIO INC.

Electrical Transcriptions
for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

Craftsmanship as old as time . . . . . in a plant as modern as money can buy

Turning a lead screw for a Techna recording machine. In the Techna plant, precision is the watchword at every production step.



In the Techna plant, modern machines and production methods are important in establishing the unusually attractive prices of Techna equipment, but of even more importance to the maintenance of the Techna standard of quality is the spirit of craftsmanship which directs the men employed here. At Techna, perfection is always the ideal . . . *your* satisfaction the guarantee.

Inquiries regarding specifications and prices of Techna studio speech input, public address, recording, and transcription equipment are given prompt attention.

TECHNA CORPORATION

NEW YORK 926 HOWARD STREET, SAN FRANCISCO CHICAGO

Cable address "Techna" Bell Teletype "SF329"

BROADCAST . . . . PUBLIC ADDRESS . . . . RECORDING . . . . LABORATORY EQUIPMENT

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Alaska Pacific Salmon Corp., Seattle (Peter Pan), 26 *sa*, thru J. William Sheets, Seattle.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Cincinnati (White Naphtha soap), 273 *ta*, thru Blackett - Sample - Hummert Inc., Chicago.
Procter & Gamble Co. Cincinnati (Drene), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
General Mills Inc., Minneapolis, 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Dr. W. B. Caldwell Co., Monticello, Ill. (Syrup Pepsin), 5 weekly *t*, thru Cramer-Krasselt Co., Minneapolis.
Webster-Eisenlohr Inc., New York (Tom Moore cigar), 26 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Mantle Lamp Co. of America, Chicago, weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Folger Coffee Co., Kansas City (coffee), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WMAZ, Macon, Ga.

Carter Medicine Co., New York (liver pills), increase to 5 weekly *ta*, for 52 weeks, thru Street & Finney Inc., N. Y.
Red Top Brewing Co., Cincinnati (beer), 3 daily *sa*, direct.
Procter & Gamble Co., Cincinnati (Chipso), 2 daily *sa*, direct.
Canada Dry Ginger Ale Inc., New York, 78 *ta*, thru J. M. Mathes Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 5 weekly *t* for 52 weeks, thru Cramer-Krasselt Co., Milwaukee.
Dr. Pepper Co., Dallas (beverage), 26 ½-hour weekly programs, thru Tracy-Locke-Dawson Inc., Dallas.

KFRU, Columbia, Mo.

Midcontinent Petroleum Corp., Tulsa, 3 weekly *t*, thru R. J. Potts & Co., Kansas City.
Montgomery Ward & Co., Chicago (retail), 6 weekly *t*, thru Ferry-Hanly Co., Kansas City.
National Bellas Hess, Kansas City (retail), 6 weekly *sp* thru Ruthrauff & Ryan Inc., Chicago.
Baldwin Piano Co., Cincinnati, weekly *sp*, direct.
Monarch Metal Weather Strip Co., St. Louis, 3 weekly *ta*, thru Jimm Daugherty Inc., St. Louis.
Nutrena Feed Mills Inc., Kansas City, 6 weekly *sa*, direct.

WGY, Schenectady

Duff Norton Mfg. Co., Pittsburgh (jacks), daily *sa*, thru Walker & Downing, Pittsburgh.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Sherwin Williams Paint Co., Cleveland, daily *sa*, thru T. J. Maloney Inc., N. Y.
Greyhound Management Inc., Cleveland (bus line), 22 *sa*, thru Beaumont & Hohman Inc., Cleveland.
Florence Stove Co., Gardner, Mass. (stoves), weekly *t*, thru William B. Remington Inc., Boston.

KGMB, Honolulu

Vick Chemical Co., Greensboro, N. C. (Vaporub) 7 weekly *t*, thru Conquest Alliance Co. Inc., N. Y.

WNAX, Yankton, S. D.

Acme Feeds Inc., Forest Park, Ill., 3 weekly *sa*, thru Shepard Adv. Agency, Chicago.
Blatz Brewing Co., Milwaukee, 5 weekly *sa*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
Binkley Coal Co., Kansas City, 3 weekly *ta*, thru Potts-Turnbull Co. Inc., Kansas City.
Hamm Brewing Co., St. Paul, 12 weekly *ta*, thru McCord Co. Inc., Minneapolis.
Interstate Transit Lines, Omaha (bus service), weekly *sp*, thru Beaumont & Hohman Inc., Omaha.
Moffat Coal Co., Denver, 5 weekly *sa*, thru Woolley & Hunter Inc., Denver.
National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.
Oshkosh Overall Co., Oshkosh, Wis., 6 weekly *sp*, thru Ruthrauff & Ryan Inc., Chicago.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 5 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

KSFO, San Francisco

General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.
Carter Medicine Co., New York (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.
Pinex Co., Fort Wayne, Ind. (cold remedy), 6 weekly *ta*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem), 7 weekly *ta*, thru Joseph Katz Co., Baltimore.
Ironized Yeast Co., Atlanta (yeast tablets), 2 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
H. S. Bassford Co., San Francisco, (Kelvinator), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

KGO, San Francisco

Oxo Ltd., London, England (boullion cubes), 3 weekly *sp*, thru Doremus & Co., San Francisco.
Oakland Chemical Co., New York (face cream), 5 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.
Lundstrom Hat Co., San Francisco (men's hats), weekly *sp*, thru M. E. Harlan Adv. Agency, San Francisco.

KFEQ, St. Joseph, Mo.

United Drug Co., Boston (Rexall), 5 *t* (October), thru Street & Finney Inc., N. Y.
Knox Co., Los Angeles (Cystex), 26 *t* (starts Oct. 4), thru Dillon & Kirk, Kansas City.
Chamberlain Laboratories Inc., Des Moines (hand lotion), 182 *ta* (starts Oct. 1), thru Coolidge Adv. Co., Des Moines.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 39 *t*, thru Wade Adv. Agency, Chicago.
National Bellas Hess, Kansas City (mail order house), 10 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Pennsylvania Salt Mfg. Co., Philadelphia (Lewis lye), 60 *sa*, thru Fletcher & Ellis Inc., N. Y.
Montgomery Ward & Co., Chicago (retail), 312 *t*, thru Ferry-Hanly Co. Inc., N. Y.
Carter Medicine Co., New York (liver pills), 5 weekly *ta*, thru Street & Finney Inc., N. Y.
Barnsdall Refineries Inc., Tulsa, 26 *sp*, thru Cooperative Adv. Co., Tulsa.
Ford Motor Co., Detroit, 13 *t*, thru McCann-Erickson Inc., N. Y.

WHK, Cleveland

Histeen Corp., Chicago (hay fever remedy), 93 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Grove Laboratories Inc., St. Louis (proprietary), 3 daily *sa*, thru Stack-Goble Adv. Co. Inc., Chicago.
Best Foods Inc., New York (Nucoa), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Ohio Apple Institute, Cleveland, 13 *sa*, thru Nesbitt Service Co., Cleveland.

WOR, Newark

W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens), 3 weekly *t*, thru Baggaley, Horton & Hoyt Inc., Chicago.
John Morrel & Co., Ottumwa, Ia. (Red Heart dog food), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
John F. Trommer Inc., Brooklyn (beer), weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.

KHBC, Hilo, Hawaii

Vick Chemical Co., Greensboro, N. C. (Vaporub), 7 weekly *t*, thru Conquest Alliance Co. Inc., New York.

From London Morning Post

"When television comes—contrasts we shall see."

KFYR, Bismarck, N. D.

Procter & Gamble Co., Cincinnati (White Naphtha soap), 390 *ta*, thru Blackman Adv. Inc., N. Y.
Carter Medicine Co., New York (liver pills), 260 *ta*, thru Street & Finney Inc., N. Y.
Hamm Brewing Co., St. Paul, 2 daily *sa*, thru McCord Co., Minneapolis.
Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrot shoes), 2 weekly *t*, direct.
National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.
Pinex Co., Fort Wayne, Ind. (cough remedy), 126 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Sterling Products Corp., New York (Pine Balm), 130 *t*, thru Baggaley, Horton & Hoyt Inc., Chicago.
American Gas Machine Co., Albert Lea, Minn. (Kitchen Kook stoves), 4 *t*, thru Greve Adv. Inc., Minneapolis.

WBT, Charlotte, N. C.

Webster-Eisenlohr Inc., New York (Cinco cigars), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Beemans Laboratories, Atlanta (BGO), 6 weekly *sp*, thru Groves-Keen Inc., Atlanta.
Crane & Crane Clothes Inc., New York (Mayos Clothes), 9 weekly *sa*, 52 weeks, direct.
Globe Brewing Co., Baltimore (Arrow beer), 16 weekly *sa*, thru Joseph Katz Co., Baltimore.
Duke Power Co., Charlotte, 3 weekly *sp*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Acme White Lead & Color Works, Detroit (paint), weekly *t*, thru Henri, Hurst & McDonald Inc., Chicago.
Dodge Bros. Corp., Detroit (autos), 11 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

KFRC, San Francisco

Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Saint Claire Brewing Co., San Francisco (beer), weekly *t*, thru Guggenheim Adv. Agency, San Francisco.
Wheatena Co., Rahway, N. J. (cereal), 2 weekly *t*, thru McKee & Albright Inc., Philadelphia.

WGAR, Cleveland

American Oil Co., Baltimore (Amoco), 5 weekly *sa*, *ta*, thru Joseph Katz Co., Baltimore.
Crazy Water Hotel Co., Mineral Wells, Tex., 5 weekly *sp*, thru Luckey-Bowman Inc., N. Y.
French Lick Springs Hotel Co., Ind. (Pluto), 136 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KYA, San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem cough syrup), 7 weekly *ta*, thru Joseph Katz Co., Baltimore.
Yellow Cab Co., San Francisco (transportation), 7 weekly *t*, thru Rufus Rhoades & Co., San Francisco.

WTAQ, Green Bay, Wis.

Dermalab Inc., Winnetka, Ill. (cosmetics), *sa*, direct.
Wadhams Oil Co., Milwaukee, weekly *football*, direct.

KOOS, Marshfield, Ore.

Pacific Greyhound Lines Inc., San Francisco (transportation), weekly *t*, thru Beaumont & Hohman Inc., San Francisco.

KJBS, San Francisco

Parrott & Co., San Francisco (Malvitose), 3 weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.

WEAF, New York

Dexdale Hosiery Mills Inc., New York, weekly *sp*, thru Lord & Thomas Inc., N. Y.

AGENCIES AND REPRESENTATIVES

YOUNG & RUBICAM Inc., has established Hollywood offices in the Equitable Bldg., where staffs for producing the Fred Astaire and Jack Benny programs on NBC are being housed. The complete staff now includes Joe and Don Stauffer, in charge of production; Tom Everett, producer and writer; Austin Peterson, writer; Everard Meade, publicity.

JAMES L. FREE, president of Free & Sleininger Inc., left Chicago Sept. 2 for a trip to the West Coast, where he will remain for four or five weeks in connection with development of business for his organization.

JOHN W. RAFFERTY, formerly of the NBC sales department in Radio City has joined the Criterion Adv. Co., New York, as national account representative.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., San Francisco, on Oct. 13 starts a ten-week's lecture course on the business of broadcasting at the University of California extension division.

KVOA, Tucson, Ariz., has named H. K. Conover Co., Chicago, as midwestern representative. Cox & Tanz represents KVOA in the East.

WESTON SETTLEMIER, for many years advertising manager of the M. J. B. Co., San Francisco (coffee & tea), has joined the copy and plan department of Emil Brisacher & Staff, that city. Before his affiliation with the M. J. B. Co., Settlemier was with Lord & Thomas, San Francisco, as account executive.

DOLLY STEWART, for the last two years with stations in Australia, has taken over representation in New York for Vogue Broadcasting Co., operating 3AW, Melbourne, Australia. She is also New York representative for Allan & Co., music publishers, and J. C. Williamson Ltd., theatrical and concert management, all of Australia.

BETH LOVE, formerly on the staff of the Henry J. Kaufman Adv. Agency, Washington, has joined Sidney Garfinkel Adv. Agency, San Francisco, as copy writer. Mrs. Love is also conducting a twice weekly quarter-hour on KYA, San Francisco, titled *It's Love Again*. She devotes the program to the lovelorn and others with problems seeking advice.

KERMIT K. SCHAFER, formerly a free lance radio writer, and William Slater, former member of the publicity departments of Paramount, Universal and United Artists picture companies, have formed Schafer & Slater, a radio and movie publicity firm, with offices in the RKO Building, New York. The firm will specialize in personal publicity for movie and radio stars.

WORTMAN, BARTON & Co. Inc., New York, has been formed to succeed the former Wortman Brown & Co. Inc. Offices are at 381 Fourth Ave., New York.

MRS. H. I. McKINLEY, formerly with the W. E. Standley Co., food brokers, has joined National Brokerage Co., Inc., Pittsburgh, as office manager.

ARTHUR R. MOGGE Inc., Chicago, has established a branch office in the Arcade Bldg., St. Louis, with E. E. Kromnacker in charge.

STONE & LASKY Inc., Boston agency formed by Harry L. Stone operating Stone Adv. Agency, and Larry G. Lasky, formerly of the Joelson theatre chain and Barbara Stone Stores, has taken offices at 260 Tremont St., Boston, with Mr. Stone as president and Mr. Lasky as vice president and treasurer. Additions to the staff are Jack Orfo, for several years with WORC, Worcester, and the Yankee Network, and Joseph D. Sweeney, recently with Harry M. Frost Co., Boston agency.

JAMES HARPER, former radio editor of the *Los Angeles News*, has joined the Hollywood office of Robert S. Taplinger Inc., New York, as have Eleanor Roberts and Virginia Lindsey. Pauline Swanson continues in charge. In the New York office Jerry Mason and Epaine Canard have been added to the staff.

JACK KERN, vice-president of Philip Klein Inc., Philadelphia, is the father of a baby girl born Aug. 29.

Canadian Rep Firm

FORMATION of the All-Canada Broadcasting System to furnish exclusive or special representation to Canadian commercial stations has been announced by the Dawson Richardson publishing interests, of Winnipeg, who own CJGX, Yorkton, Sask. Mr. Richardson will head the main office in Winnipeg, with A. L. Garside as commercial manager and J. L. C MacPherson in charge of Winnipeg sales. John Tregale heads the Toronto branch and Victor George is in charge at Montreal. The new representation firm combines the old Western Broadcasting Bureau and Eastern Broadcasting Bureau and claims to represent exclusively or specially 50 of the 72 stations in Canada.

RADIO ADVERTISERS

GOLD DUST Corp., New York, has formed two divisions to handle its soap and shoe polish business. Sherman W. Coleman will head the soap unit with J. F. Forsyth directing the shoe polish branch. Batten, Barton, Durstine & Osborn Inc., New York, is agency.

MIDLAND FLOUR MILLING Co., Kansas City, has named Stack-Goble Adv. Agency, Chicago, as its agency.

AMERICAN TOBACCO Co., New York, has named Blackman Adv. Inc., that city, to service its Pall Mall cigarette account.

KAYNEE Co., Cleveland (clothing) has placed its advertising with Meldrum & Fewsmith Inc., Cleveland.

MERCIREX Co., Milford, Del. (soap, cosmetics) has named Redfield-Johnstone Inc., New York, as its agency.

OSTERMOOR & Co. Inc., Bridgeport, Conn. (mattresses) is advertising through Wilson H. Lee Adv. Agency, New Haven.

WURLITZER GRAND PIANO Co., De Kalb, Ill., is advertising through Needham, Louis & Brorby Inc., Chicago.

W. A. SHEAFFER PEN Co., Fort Madison, Ia., has named Baggaley, Horton & Hoyt, Chicago, as its radio agency.

CONSOLIDATED CIGAR Corp., New York (Harvester, Dutch Masters, 44, and other cigars), has appointed Erwin, Wasey & Co. Inc., New York, to handle its advertising.

KAY JEWELRY Co., Oakland, Cal., (jewelry), through Sidney Garfinkel Adv. Agency, San Francisco, is planning a Northern California advertising campaign, including the possible use of spot.

West Coast AAAA Meeting

THE second annual Pacific Coast convention of the American Association of Advertising Agencies will be held Oct. 29-30 at Del Monte, Cal., with Leon Livingston, of the Leon Livingston Adv. Agency, San Francisco, as chairman of the program committee. Assisting him will be Dan B. Miner, Dan B. Miner Co., Los Angeles; Joseph R. Gerber, Gerber & Crossley Inc., Portland, Ore.; Burt Cochran, McCann-Erickson Inc., Seattle, and a San Francisco committee headed by Ed Pitts, of J. Walter Thompson Co. Dates for meetings of the Central and Eastern Seaboard AAAA branches are to be announced soon.

Agency Network Switch

DON LEE NETWORK and Lord & Thomas made an exchange of executives in Los Angeles Sept. 1 when Glenhall Taylor resigned from KHJ as program manager and production chief to join the agency as aide to Jack Runyon, head of the Los Angeles radio department. Don Bernard resigned from the agency where he was producing *California's Hour* to return to KHJ, replacing Mr. Taylor.

8:30 P. M. Transradio *NEWS* Period available for sponsorship

WJBY

Gadsden, Alabama

KIRO

SEATTLE

1000 Watts 710 KC

KIRO LOOIE SAYS:

"They seem to like my way of doing things"

NATIONAL REPRESENTATIVES

John Blair & Co.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

WANTED

A live wire and dependable radio representative to represent one of the finest 100-watt stations in the country, located in the fastest growing section of Texas.

KPDN

The High Fidelity Voice of the Pampa Daily News

PAMPA TEXAS

The Additional Business You Need—

How much more distribution do you need to put your business on a high plane of sales and your plant going profitably?

The National Brokerage Company can secure distribution for you in any section — or in all sections — of the nation. It can start your sales on the up-grade and keep them expanding profitably without over-reaching your finances.

NBC service is thorough and practical, free from waste and extravagance—a close-contact service based on sound sales methods.

Inquiries are invited from manufacturers of Food Products and Grocery Specialties.

National Brokerage Company

A National Sales Organization

Edward M. Power, Jr., *President*

OLIVER BUILDING -:- PITTSBURGH, PA.

TRANSCRIPTIONS

STANDARD RADIO Inc. announces the following subscribers to its transcription library: WJBW, New Orleans; KVOD, Denver; KMMJ, Clay Center, Neb.; WBNX, New York; WKBH, LaCrosse, Wis.; WNAX, Yankton, S. D.; KGFG, Oklahoma City; KFYO, Lubbock, Tex.; KOVC, Valley City, N. D.; KRRV, Sherman, Tex.; KANS, Wichita; WSIX, Nashville. WIBM, Jackson, and WOOD-WASH, Grand Rapids, have also resumed the Standard library.

A NEW transcription series announced by World Broadcasting System has been offered on an exclusive basis to one station in a city. Titled *Comic Page of the Air*, the series was authored by Peter Dixon. Six quarter-hour programs weekly are included and three separate serials are included in each. The series is designed for sponsorship by one client or three different local non-competitive clients.

NBC Thesaurus has signed seven more stations: WORC, Worcester; KOB, Albuquerque; KANS, Wichita; KMAC, San Antonio; KMLB, Monroe, La.; KSOO, Sioux Falls; WBAX, Wilkes-Barre. To handle its increase in business, the NBC transcription service has taken larger quarters in Radio City.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast Midget Auto Racing!

RADIO AND THE MEN'S STORE

Marshall Field & Co. Learns How Broadcasts Can Sell One of the Difficult Departments

"LAY OFF the men's department until you get established," advised Harry Trenner, sales manager of WNBF, Binghamton, N. Y., writing in the Sept. 1 issue of BROADCASTING, in offering some suggestions on landing department stores as sponsors. "It's the toughest merchandising job in most stores," he added.

At the same time, the magazine *Men's Wear* published a success story on the results Marshall Field & Co.'s Store for Men, Chicago, has obtained on its WBBM *Musical Clock*. Up to a year ago the Store for Men had used occasional announcements but in the summer of 1935 it took over a half-hour of the morning Marshall Field series, using a male voice. Two direct merchandising announcements and three sport flashes are woven into the period.

How It Was Done

HERE is the way radio has worked for Marshall Field's Store for Men:

"We have discovered certain things which should be of interest to the men's wear retailer. And here, briefly, they are:

"The radio public will respond quickly to an item which they know is an outstanding value, especially if it is presented as a 'radio special' not advertised anywhere else. Example: We marked down 25 dozen English golf balls, announced them as a radio special, and sold them out in one day, at a cost of about 8%.

"The best direct results are obtained where the item is low or medium priced, is new from a style standpoint and has a story behind it. They can't see your illustration as they do in the newspaper ad; they'll quickly forget any dry-as-dust statistics or specifications you give them; but they will remember and act upon something that has a story behind it.

"A splendid example of that is the 'Guayabera' shirt, adapted from the Cuban planter's jacket. We brought it out on a cold, blustery March day, announced it over the radio, told the story behind it, and sold enough of them at $6.50 to bring our percentage cost down to about 12% for that promotion. And, remember, it was essentially a warm weather item announced on a cold day.

"From the standpoint of direct traceable results, these items move best: Underwear, shirts, ties handkerchiefs, hosiery, jewelry and pajamas. It is more difficult to trace direct results on hats, suits shoes, overcoats, topcoats and sportswear. But before that conclusion is made final, remember this: We announced custom shirts at $8 each one day and sold over a hundred dollars' worth, including six to a New York attorney who heard the announcement in his home on Riverside Drive, and sold one custom suit for $115 on a similar announcement.

Proving Its Worth

"WE HAVE now adopted as a general policy this routine: (1 Each program contains one announcement on our regular lines of clothing, which we regard as an institutional announcement to build up our clothing department, but on which we do not expect any immediate direct response; (2) one announcement telling of something definitely new in accessories, something with romance and color to it, and priced in our medium price zone; (3) one announcement delivered on the *Musical Clock* Summary at 8:55 — always an accessory item with a price appeal designed to catch the women instead of the men.

"On special occasions, such as sales, style presentations or events taking place in the store, we throw the weight of our radio program behind our newspaper publicity to get a double-barreled shot. We use it also to tell about special service given in our store, which would not justify newspaper space at existing linage rates, but which we can afford to announce on the radio. We use it occasionally for style announcements, and recently when we announced the appearance of a spring style booklet we had mail requests for about 200, and men and women came into the store and took 300 more.

"But both from an institutional and direct selling standpoint we definitely feel that the program has proved its worth, and we plan on continuing it indefinitely. We seem to have developed a trade that is pretty steadily with us in spite of weather; and the radio, we think, must receive some share of the credit."

Medical Space Carried By Newspaper Applicant Is Noted by Examiner

THAT FCC examiners are taking into account the service and qualifications of newspaper applicants for new station facilities by appraising the newspapers themselves, was revealed in the recent report of Examiner John P. Bramhall, recommending denial of the application of the Times-Dispatch Publishing Co., Richmond, for a station on 1500 kc., with 100 watts full time.

Recommending denial primarily on the grounds of interference with other stations as well as the conclusion that adequate service now is being rendered, Mr. Bramhall, however, mentioned patent medicine advertisements in the *Times-Dispatch*. "Evidence was introduced," he said, "showing the applicant publishing company was carrying in its columns patent medicine advertisements of alleged remedies, some of which have run afoul of an Act of Congress * * * (Federal Trade Commission Act), and have been the subject of cease and desist orders."

Mr. Bramhall brought out also that the two commercial stations in Richmond, WRVA and WMBG, have endeavored to and have given time to various organizations, both educational and civic, "but their facilities are controlled by contracts with chain organizations to a considerable extent, and they are therefore not in position to allot a fixed time over long periods. To this extent the present radio facilities for local programs are much restricted."

Cheerio for Sonotone

SONOTONE Corp., New York (hearing aids), has signed Charles Fields, who has broadcast for a decade as Cheerio, for a transcontinental NBC-Red program, starting Sept. 29, Tuesdays, 4-4:15 p. m. Cheerio has been a top sustaining artist for NBC, broadcasting inspirational comment. The talent contract was placed by Bruce Chapman-Jesse Butcher Inc., New York, through Topping & Lloyd Inc., that city, Sonotone agency. The program will be called *Cheerio's Musical Mosaics.*

½ Minute Transcriptions

for *BAKERS* . . . . . for *LOAN COMPANIES*

$26.00 for 26 clever dramatized skits

Each skit leads cleverly into your local baker's or Loan Company's commercial. Quality recording; large superb cast; amusing situations; no two alike; each allows ½ minute for your commercial; 26 dramas for $26.00; exclusive use guaranteed; price includes outright use; may be repeated for years to come at the same ridiculously low cost—$26.00 for 26 one-half minute dramatized playlets.

SEND FOR . . .

. . . special presentation records NOW. Deposit of $1.50 each required. Deposit refunded if discs are returned in thirty days. Specify whether you want bakery or loan firm record.

WALTER BIDDICK COMPANY

Radio Programs Division
568 Chamber of Commerce
Los Angeles, California

SPOT IT in WESTERN Montana
The BEST CROPS IN YEARS.
1000 Watts 1260 Kc. KGVO Missoula Montana
Columbia Broadcasting System Affiliate

PAN-AMERICAN ANNIVERSARY—For three years WSM, Nashville, has been broadcasting at 5:08 p. m. the whistle of the Louisville & Nashville's crack train as it passes the WSM tower. On the third anniversary a special broadcast was shortwaved from the moving train. Here are Harry Stone, WSM manager (right); Jack Harris, announcer (at microphone); Jack DeWitt, chief engineer (leaning on elbow); Aaron Shelton, engineer (at the controls). At left are T. E. Burwell and J. S. McGinnis, of the Louisville & Nashville staff.

CALDWELL DOUBLES ITS STATION LIST

DR. W. B. CALDWELL Inc., Monticello, Ill., (Syrup of Pepsin) is greatly expanding its list of stations for *Monticello Party Line*, five-weekly quarter-hour transcription series which begins its second year Sept. 21. The list of 25 stations will be doubled in campaign designed to triple the present audience, according to Maxwell R. Hott, vice president and general manager of Caldwell. Mr. Hott predicts the augmented territory will be directly reflected in increased sales, the original station list having created mail records [BROADCASTING Aug. 15].

All but the Atlantic states are covered by the new campaign, most of the additions being in the South and Northwest. Transcriptions are recorded by Columbia Phonograph Co., Chicago, and Cramer-Krasselt Co., Milwaukee, is agency.

Among stations added to the Caldwell campaign are: WGR, WCKY, WHK, KRLD, WOC, WSOC, KMMJ, WBNS, WHIO, KLZ, WJR, WJAX, KMBC, WNOX, KHJ, WMAZ, WLAC, WWL, WOW, WCAE, WTAD, WPTF, WRVA, WDBJ, WTOC, KJR, WDAE. The Chicago outlet will be shifted to WLS.

Buying New York Time

IN ADDITION to serving as publicity counsel, J. Lewis Associates, New York, is also functioning as an advertising agency and is buying radio time for the Republican Radio Council, New York, and Russeks, New York department store. The Republican Council, directed by Lambert Fairchild, is purchasing quarter-hour programs once weekly on a different New York station each week. The department store on Sept. 7 started a series of weather announcements on W2XR, New York, three times every day. The announcements promote the store's fall line of furs and will continue on an indefinite schedule.

Fendrich Cigar Discs

H. FENDRICH, Evansville, Ind., is placing dramatic disc announcements in the Midwest for its La Fendrich cigars. Columbia Phonograph Co., Chicago, is cutting the transcriptions, which include a snatch of Javanese music, voice of a girl in dialect explaining the merits of Java tobaco, and a commercial, all within a minute. Fendrich recently had a tieup with the Walgreen drug chain sponsoring baseball on WGN, Chicago. McJunkin Adv. Agency, Chicago, has the account.

Slight Reduction Made In AT&T Line Charges

RECENT press reports of a substantial reduction in telephone program transmission rates, based on a tariff filed with the FCC Sept. 4 by the New York Telephone Co. have been branded erroneous by FCC officials. The tariff, which calls for a separate transmitting station connection charge for Schedule A broadcast channels, constituting a reduction where the broadcaster has less than four connections, is designed to establish a new connection rate for broadcasting stations which originate wire programs.

The New York Telephone Co. tariff merely conforms with a similar schedule filed by the A.T.&T. several weeks ago because of possible new broadcasting uses by stations which only transmit. Other Bell telephone companies are expected to file similar rates. The new tariff is effective Oct. 1.

During the past year, the A.T.&T. and Bell companies have been revising and clarifying the language of broadcast tariffs to conform to station needs. Another revision was the elimination of the so-called "back haul" charge which lowered the cost of wire service considerably for approximately a dozen stations in different sections of the country. This revision of the back haul rate resulted from a complaint against the A.T.&T. by WCOA, Pensacola, Fla.

WHIO, Dayton, has installed a Crystal Studio on the mezzanine floor of Rike-Kumler Co., largest Dayton department store.

It Was Mad

JAMES MARTIN, of Luling, Tex., was stopped recently while driving his truck, and was told: "They've been broadcasting for you in San Antonio. Were you bitten by a dog?" "Why, yes," said Martin. "Well," he was told, "that dog had rabies. You'd better get to a hospital." Which he did, and a few hours later drove to San Antonio to thank Ken McClure, WOAI news editor. All the way back to San Antonio he was stopped by persons warning him of his predicament.

SPOTLITES
5 MINUTE
DRAMATIC AND MUSICAL SPOTS BUILT FOR LOCAL SPONSORSHIP
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
FREE & SLEININGER INC.
National Representatives
Increase to 5,000 Watts Broadens Coverage
KVI by early fall will have a new transmitter on salt water halfway between Seattle and Tacoma with increased daytime power of 5,000 watts, night 1,000 watts. Sell Tacoma and Seattle at ONE low cost.
Pioneer CBS Station in Pacific Northwest

WDBJ announces 5000 WATTS DAY
1000 WATTS NIGHT
ON 930 Kcs.
Now operating with NEW High Fidelity RCA 5-C Transmitter—NEW 312 ft. Blaw-Knox Vertical Radiator—NEW transmitter building in new improved location.
Only network station in western portion of Virginia.
★
WDBJ
ROANOKE, VA.
member of THE COLUMBIA BROADCASTING SYSTEM

WNOX

New headquarters boast street-level studios and an auditorium seating 800 persons.

★ ★ ★

WNOX
KNOXVILLE
TENNESSEE

STUDIO AND PROGRAM NOTES

A 16-PAGE section of the *Sioux City Journal* of Aug. 30 was devoted to news about radio in general and the newspaper's station KSCJ in particular to mark the occasion of the inauguration of its new 5,000-watt transmitter. Photos of KSCJ personnel and telegrams from agencies congratulating the station were carried in profusion.

WOPI, Bristol, Tenn., has been moving into new studios, which include a "Radiotorium" designed especially for broadcasts. Entrance doors are operated by photoelectric equipment. Modern furnishings are included in the new headquarters. A reception hall provides a view of second-floor studios.

Slips of the Lip

ANNOUNCERS on WGAR, Cleveland, are trying to "talk their way to New York" these days, with all expenses paid. It's a contest conceived by General Manager John F. Patt to keep his men on their toes, and their records errorless. Four annual prizes—trips to New York and a session of "doing the town"—will be awarded, one each to go to the announcer who, over a three-month span splits fewest infinitives. A chart is kept on mispronounciations, faulty reading and similar announcorial slips. After the first fortnight there was a dead heat with no errors, hits or runs.

KLZ, Denver, claims a news beat on the crash of Roscoe Turner, speed pilot, forced down on a cross-country flight. When he was reported lost, KLZ called Albuquerque and found he had just crashed near Gallup, N. M. KLZ gave a flash before press services had the information, it claims, and later secured a bedside interview with Turner.

WHEN WOW, Omaha, wanted first-hand information about doings in war-torn Spain, Foster May, news editor, made an appointment with a United Press correspondent in Spain for a transoceanic telephone interview, which was broadcast after some delay caused by heavy transatlantic telephone traffic.

THE *Covered Wagon Jubilee* on KHJ, Los Angeles, for six years, made its debut on CBS-Don Lee network recently and is heard Mondays through Fridays, 5:30-6 p. m. The feature is one of the most popular cowboy programs in the western area. Ultimately it may be taken by Mutual, according to KHJ.

OFFICES of the United Press in Charlotte, N. C., have been moved into one of the WBT offices in the Wilder Bldg. Cecil Carmichael is chief of the Charlotte U. P. bureau set up especially to service WBT sponsored broadcasts.

WWVA, Wheeling, set a new record for its *WWVA Jamboree* Aug. 29 when nearly 1,800 paid to watch the program, bringing the August total of paid admissions to 11,284. It was the 177th consecutive performance of the *Jamboree*, held in the Wheeling Market Auditorium, which seats only 1,600.

WBBM, Chicago, has no parallel walls in its new Studio No. 9, first of a new group in the Wrigley Bldg. It was placed in service Sept. 3 for dramatic and small orchestra programs. Embodying the latest CBS principles, it is of the live end-dead end plan of CBS New York studios. Side walls taper horizontally in elongated W fashion, with one end wall and the ceiling resembling flattened V's in cross-section. The modernistic construction permits use of sound reflecting perforated transite wall paneling, permitting maximum resilience and brilliancy without objectionable cross echoes.

INTERVIEWS with persons in the public eye are being conducted by WINS, New York, in a series titled *I Made the Front Page*. Unusual persons who have been involved in unusual events are selected for the series, which is conducted by Louis Witten, Hanff-Metzger announcer, and Earl Harper, sports commentator. Program preparation is left to the last minute to maintain an impromptu atmosphere.

NELSON BROS., Chicago (furniture), is sponsoring a new public service feature on WJJD, Chicago, titled *Bureau of Missing Persons* every morning. The contract is for 26 weeks and was placed by Rocklin-Kohn Agency, Chicago.

CKNX, Wingham, Ont., is planning installation of new live end-dead end studios patterned after the Canadian Radio Commission's Windsor Studios.

WFIL, Philadelphia, has started *Philadelphia Speaks*, a twice-weekly series in which remote crews will broadcast "snapshot" programs from all parts of the city. Among topics will be school days, waterfront, zoo, City Hall, newspaper offices.

EARLE C. ANTHONY Inc. on Aug. 31 observed the installation of the new transmitter of KECA and an increase in power to 5000 watts by staging a 24-hour broadcast in its studios, and a barbecue at its new transmitter. The broadcast, which was carried on the NBC-Blue network, included such celebrities as Amos 'n' Andy, Bob Burns, Ben Alexander and screen stars as well as KFI-KECA staff members.

NBC, KFI and KECA staged their first annual golf tourney at the Hollywood Country Club Aug. 31, Sid Goodwin, program manager of NBC, winning the perpetual low gross trophy. Robert Brooke, engineer; Cameron Prud'homme, player; Sidney Dixon, sales manager; Tracy Moore, salesman; Harry Jackson, orchestra director and John Swallow, studio manager, won other trophies and prizes. Eddie Holden (Frank Watanabe) was the luncheon host.

THE Morris B. Sachs *Amateur Hour*, now heard on WENR, Chicago, started on its third year of consecutive broadcasting on Sept. 6. During its time on the air, it is estimated more than 50,000 aspirants for radio stardom have been auditioned for the show, out of which 1,500 have been heard during the last two years. The program is placed through Schwimmer & Scott, Chicago. Sachs is one of the largest advertisers on the air, spending a large share of its total advertising appropriations on Chicago stations.

WJAY, Cleveland, has leased Hanna Theatre for its Sunday afternoon sponsored community sing and amateur program. A special control room will be built on the stage. Amateur acts will be confined to novelty acts and instrumentalists.

WHAT— NO CHINESE EVEN YET?

Even though we *still* won't be heard in China or Mexico, we've just gone and bought a swell new RCA high-fidelity transmitter that's a honey-bunch! . . . Thus we now offer *two* bargains instead of the usual *one:* In addition to the permanent offering of a big, metropolitan, NBC audience at a very low cost, we've got our former transmitter priced for a quick sale . . . Now stay in line, boys—don't push!

National Representatives
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

FOOTBALL and other Sports open for sponsorship with WALT LOCHMAN and MANNY MARGET . . . The two best sports announcers in the Middle-West.

THE SPORTS STATION of the MIDDLE WEST

W9XBY
KANSAS CITY, MO.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

TRANSRADIO WIRE SYSTEM EXPANDED

TRANSRADIO PRESS has started a fifth leased trunk wire to carry its radio news service to new clients in the East. The circuit extends from New York to Milwaukee, carrying the full 18-hour electric printer service to stations in Pennsylvania, Ohio, Indiana, Illinois and Wisconsin. This is the second westward circuit to be established by Transradio. Another circuit runs through New York, Pennsylvania, Ohio and Michigan.

The expansion of Transradio's trunk wire system, the organization stated, reflects the vast growth in sponsorship of news programs, which are particularly in demand for autumn because of the national election campaigns and football. Transradio and its affiliate, Radio News Association, are now serving news to more than 275 clients, according to Herbert Moore, president.

Transradio's previously established leased circuits run from New York to Georgia, from New York through the New England states and from Seattle through the Pacific Northwest. New evidence of the passing of radio's usual summer slump is found in the fact that Transradio signed 51 new clients during the summer months, exclusive of contract renewals. Among them were: CKLW, Detroit; WJIM, Lansing, Mich.; WIBM, Jackson, Mich.; WSMK, Dayton; WGAL, Lancaster, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WAZL, Hazleton, Pa.; WDEL, Wilmington, Del.; WEMP, Milwaukee; WSPR, Springfield, Mass.; WLEU, Erie, Pa.; WPG, Atlantic City; WMIN, St. Paul; WTBO, Cumberland, Md.; WJEJ, Hagerstown, Md.; WNBC, New Britain, Conn.

WCKY Seeks More Power

WCKY, Cincinnati, on Sept. 3 filed with the FCC Broadcast Division a petition seeking an increase in power from 5,000 watts day and night to 10,000 watts night and 25,000 watts day. The station already has a 50,000 watt application pending, but the petition asks that the boost to 10,000 watts night and 25,000 watts day on its 1490 kc. high-power regional channel be granted upon reconsideration and in part, pending final determination of the original 50,000 watt application.

KLZ SCORNS FIRE

Programs Go On as Usual as Fire Sweeps Studios

WHILE firemen were still fighting a blaze in the studios of KLZ, Denver, Aug. 28, Manager J. I. Meyerson already had a crew of laborers cleaning up debris and the station lost only two seconds of time despite destruction of the studios. Reconstruction was started immediately on a 24-hour schedule, all studios being rebuilt and redecorated.

The fire started in a ventilating system in the observation room of Studio A and spread quickly through the ducts, filling every studio with dense smoke and gas. Firemen had to pull down all false ceilings and walls to get at the blaze, bringing it under control within three hours.

Meantime the KLZ staff stuck to its duties. Jerry Pecht, production man, suffered from effects of smoke and gas after dashing into Studio B to recover copy and microphone. Pecht, along with Mark Hansen, announcer, and Lee Weelans, production chief, hustled to the new 5 kw transmitter to make the 6 p. m. station break, and handle evening broadcasts. A temporary studio was set up in Mr. Meyerson's office.

Not a commercial was missed and few of the KLZ audience knew of the fire until Mark Hansen gave an account of it later on. By the following morning the studios were scrubbed and cleaned and business went ahead as usual. Others who suffered from smoke and gas were Roy Sorenson, maintenance man, and Elizabeth Carey, switchboard operator.

Swift Returns on CBS

SWIFT & Co., Chicago (Sunbrite cleanser) will return the *Sunbrite Junior Nurse Corps* program to the air on Oct. 12 on 21 CBS stations, Mondays, Wednesdays and Fridays, 5-5:15 p. m. with rebroadcast at 6 p. m. Program will originate from Chicago and is signed for 28 weeks. Stack-Goble Adv. Agency, Chicago, placed the account.

ORAL arguments on the protests of the Wichita Falls and other nearby chambers of commerce against the proposed removal of KGKO into Fort Worth, there to become the NBC-Blue outlet, have been scheduled before the FCC Broadcast Division on Sept. 17.

Robert Bolling Is Named To Head Chicago Office Of John Blair & Company

APPOINTMENT of Robert Bolling as sales manager in Chicago for John Blair & Co., station representatives, was announced Sept. 4 by John Blair, president of the organization. He replaces George F. Isaac, who recently resigned as vice-president and general sales manager, the latter post having been assumed by Murray R. Grabhorn, New York vice president and manager. Mr. Bolling is the brother of George Bolling, Blair vice-president in charge of the Detroit office.

Simultaneously Mr. Blair made known that his organization will continue to represent KNX, Los Angeles, in spite of the sale of the station to CBS. An agreement has been entered into, he declared, whereby Radio Sales Inc., CBS representation organization for its owned and operated stations, will work with the Blair organization for KNX, in order to familiarize itself with the sales task. After April 1, 1937, at which time the Blair contract for KNX representation expires. Radio Sales may take over full representation.

The Blair organization represents both KNX and KSFO, San Francisco, the latter station also to become a CBS outlet at the end of the year. In the Sept. 1 issue of BROADCASTING it was reported that Radio Sales had taken over KNX representation along with that of WEEI, Boston, which CBS recently leased. This statement was in error insofar as KNX representation is concerned.

NEITHER CAN YOU NAIL BUSINESS OR BUILD SALES IN WESTERN MONTANA *without* KGIR

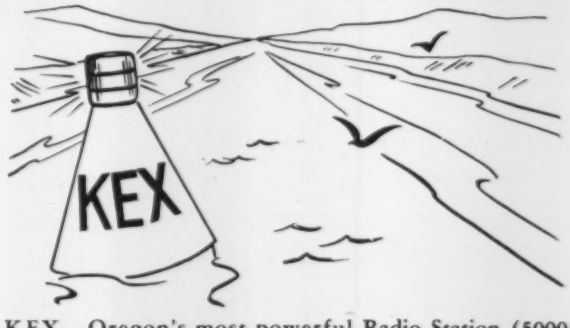
BUTTE · MONTANA

Representatives

JOSEPH McGILLVRA · WALTER BIDDICK CO.

NEW YORK · CHICAGO · PACIFIC COAST

CLEAR CHANNEL



KEX—Oregon's most powerful Radio Station (5000 watts both day and night)—operates on 1180 K.C.—the *only* clear channel in the State.

If you want to blanket the Portland market area—with a good measure of "outside" coverage thrown in—here is the Radio Buy of Buys!

KEX

5000 WATTS—1180 KC.

NBC Blue Network

The only station in Oregon operating on a clear channel.

The Radio Service of The *Morning Oregonian*, Portland, Oregon, also operating KGW (NBC Red Network)

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

A Complete Range of Standard Continuity

Mystery—Homemaking and Fashions—Sports—Motoring

•

Live Program Scripts by writers "Who Know How!" For One-Man production • for Everyone • for Any Hour.

•

Syndicated — allowing us to give Territorial Protection yet sell these Daily Scripts at Low Prices.

"HITCH YOUR STATION TO A STAR"

STAR RADIO PROGRAMS

250 PARK AVENUE NEW YORK CITY

Knock!
Knock!

Who's there?
John!
John who?

John Blair & Co.

NEW YORK CHICAGO
DETROIT
SAN FRANCISCO

WWVA's newly appointed station representatives

•

We have commissioned the John Blair organization to knock at the doors of National Radio Advertisers with our remarkable story of friendly service to 308,210 radio equipped homes in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

•

Give your sales message to the "Friendly Voice From Out of the Hills of West Virginia" and get action aplenty.

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Analysis of Rural Listening Habits

(Continued from page 7)

listeners prefer to listen to clear-channel stations, of which there are 95, taking into account part-time (usually daytime) outlets. The dominant stations are those operating exclusively at night on a channel with power of not less than 5,000 watts, but most of which use 50,000 watts. This class of station was created in 1928 for the primary purpose of providing rural coverage. Originally 40 night-time clear channels were set aside, but the number since has been reduced to 29 by "breakdowns" due to authorized duplicate night operation. The results of the survey tell why such stations are necessary if the bulk of the non-urban population is to receive radio service.

Regional Preferences

IN THE next category were regional-channel stations, of which there are 277. The analysis showed that 20.6% of the listeners preferred such stations, which during the daytime as a rule have far greater coverage than at night. This is true because they are hemmed in by signals of other stations on the same channels at night and because of their normally higher daytime power.

Significant in the post-card returns, however, was the marked tendency of farm listeners to show loyalty for their closest station, whether or not it happened to be the one laying down the best signal. In other words, the theory that listeners tune their home stations first was borne out. Farmers reporting from the outer fringes of cities having regional or local stations almost invariably named their "home stations" as first or second preference.

But the reason for the 75% showing in favor of clear-channel stations, it is deduced, grows out of the fact that broad stretches of the country are penetrated chiefly by the stations with power wallops on clear waves, especially at night. On the regional channels, stations are authorized generally to use a maximum of 1,000 watts night power and 5,000 watts day where possible, and there are from four to 10 stations per channel.

Except for local stations situated in the heart of rural communities, they do not cut any appreciable figure in farm preference, according to the FCC analysis. There were 256 of these stations on the six channels allotted them at the time of the survey, and they drew only a 2.1% first preference nationally. Such stations are limited in power to 250 watts daytime and 100 watts night, and by virtue of their limited power can cover only localized areas, except in cases of freak propagation.

Yet, the same tendency to classify such "home stations" first because of loyalty, civic interest and local appeal was strongly manifested in the post-card replies.

The post-card questionnaire results checked almost to the fractional percentage point with the listener preferences received by radio inspectors in their tours of the countryside and in their interviews with typical farm listeners. There were 3,000 inquiries made by the inspectors, who toured particular areas in FCC test cars containing apparatus for field intensity measurements and for checking station operations.

What Inspectors Learned

FOR EXAMPLE, they found that in 945 cases, or 75.1%, the rural listeners preferred clear-channel stations; in 278 cases, or 22.6%, they preferred regionals; in 28 cases, or 2.3%, they preferred locals. As second choice 826, or 71.3%, named clear; 312, or 27%, named regionals; 20, or 1.7%, named locals. As third choice 598, or 72.4%, named clears; 203, or 24.6%, named regionals; 25, or 3%, named locals. Thus, the total for the three positions was 2,369 rural residents, among whom 73.3% preferred clear-channel stations; 793 or 24.5%, preferred regionals; 63, or 2.2%, preferred locals.

That farmers spend money for radio receivers, and generally keep them in good condition was indicated in the post-card responses. For example, it was found that perhaps 50% of the sets in use on the farms in question were "good sets" comparable to those in urban areas. About one-fourth of the sets at the time of the survey were of 1929 vintage or earlier, but in 1934 there were new set purchases amounting to 21.6% of the total. When it is considered that the survey was made in the spring and winter of 1935—during which year there were unquestionably large farm set purchases—it is concluded that the average of "modern" sets on farms probably now exceeds 50%. Here is what the FCC said about sets in use:

"The tabulation of the year of manufacture of the radio receivers indicates that approximately 75% of the receivers in use at the time of the survey were purchased between the years 1930 and 1935 inclusive, and approximately 50% between the years of 1932 and 1935. The low percentage of 1935 receivers is due to the fact that the survey was concluded by March 1, 1935, and consequently a very small percentage of 1935 receiver sales were included. The analysis according to the number of tubes used by each receiver, which indicates 69.9% had from five to seven tubes, may be taken as showing the average receiver to be a superheterodyne of fair qual-

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

New Programs
Serving
New Sponsors
Prove
WROK Serves
Rockford and the
Rock River Valley
Profitably and Economically

■

WROK-Rockford, Ill.

ity. This belief is further strengthened by the fact that 75% of the receivers were manufactured subsequent to 1930."

Listening Trends

IN ANALYSING the table of listener preference according to states, based on the post-card questionnaire, the FCC made several illuminating observations. These paragraphs are as follows:

"The table of listener preference according to states gives an indication of the relative effectiveness of stations of the various classifications in rendering rural coverage in different states, and when compared with the station and frequency assignments within or adjacent to each state much interesting information results. In the thickly settled eastern and southern states, even though there are many broadcast stations of the regional and local classification operating, a high percentage of the rural listeners preferred service from clear-channel stations.

A notable exception is the State of Rhode Island, which shows a preference of 57.1% for regional stations. (This is easily explained by the size of this state which is effectively covered by regional stations located in Providence). Another exception is the State of Florida, which shows a preference for clear-channel stations considerably below the average, due to the effective service rendered by a low-frequency regional station located in the west-central section of the state. Tennessee and Mississippi are also somewhat below the average for the eastern and southern states because of service rendered by regional stations located at Memphis, Nashville, Chattanooga and Knoxville.

The north-central and northwestern states show a preference for clear-channel stations consistently below the national average because in these areas there are fewer clear-channel stations, interference conditions on the regional assignments are not as severe as in the eastern section of the United States and service is received even at nighttime from regional stations located at considerable distance from the listener. The outstanding example of this situation is North Dakota, which shows a preference of 43.5% for regional stations, this being due to the effective coverage of this area by the station in Bismarck [KFYR]. It should be pointed out that in every state in which the preference for clear-channel stations is considerably below the national average it is traceable to the effective service rendered by one or more low frequency regional stations within the area. It should be remarked on the other hand that frequently the first, second, third and fourth choices of the listener were clear-channel stations.

"A tabulation of listener preference by stations and states indicated that the four stations most frequently named as the first choice of the listener were all clear-channel stations in 31 states and that when a regional station appeared among the first four it was almost invariably a low frequency station as discussed in the previous paragraph.

"With only three exceptions, the first choice of the listeners in each state was a clear-channel station.

"A clear-channel station of 500 kw. power [WLW] was the first choice of listeners in 13 states. The states showing this preference ranged from Michigan to Florida and from Virginia to Arkansas. In six additional states, among them Texas, this same station appeared as second choice.

"The first choices of listeners in the Territory of Alaska and the Territory of Hawaii were clear-channel stations located in the Southern California area."

Technical Aspects

THE ENTIRE survey was conducted under the immediate supervision of Andrew D. Ring, Assistant Chief Engineer in charge of broadcasting activities. Technical phases of the clear-channel analysis were accomplished in collaboration with the NAB, with James C. McNary, former technical director, as the coordinator.

In the purely technical phases of the survey, the FCC draws no conclusions, but simply supplies the information to the industry for whatever deductions it may care to make at the time of the Oct. 5 reallocation hearings. At those hearings, too, the FCC will set forth its views as to what the survey shows and also advance suggestions as to how allocations may be improved in the light of this information.

The radio inspectors in their test card, recorded signal strengths and contours of four clear-channel stations, 123 regional stations and 44 local stations. They found that the present empirical standards of the FCC as they relate to the service and protection of station signals on duplicated channels are in substantial agreement.

The most important part of the survey from the technical standpoint was that pertaining to recording of the signal strength of clear-channel stations, automatic recorders having been tuned to these channels to make continuous records of the field intensities or received signals. A total of 58 field intensity recorders at 11 locations was employed in checking signal strength on these recorders, showing the phenomena encountered in connection with the reception of radio waves from distant broadcast stations. The records included various conditions of remote reception, showing fading, interference, seasonal variations and other technical observations.

These recorders were operated 24 hours a day and tuned at different times to all 40 of the originally allocated clear channels. From these continuous field intensity recordings and from the analysis of them, the FCC reached certain definite conclusions respecting wave propagation based on information never before available. Information on both primary and secondary coverage of clear-channel stations was procured.

The advantages of low frequencies over higher frequencies was distinctly shown in the signal strength measurements, and, according to engineering opinion, the technical study as a whole substantiated previous theory that frequency is as important a factor as power in primary station coverage.

FCC Preference Survey OF RURAL AUDIENCE

FOLLOWING is the FCC's computation of rural listener preferences based on a post-card survey to which there were 32,671 usable answers. The survey is currently under attack because it was confined to deep rural areas in which there is a minimum of regional or local station coverage. Non-clear-channel stations believe that an impartial result can be procured only if another survey designed to elicit responses on regional and local station coverage is made, and particularly one which will include farm areas adjacent to cities.

National rural listener preference by channels:

	%	No. Stations Licensed
Clear Channel	76.3	95
Regional Channel	20.6	277
Local Channel	2.1	256
Foreign	1.0	

National listener preference by states:

	Clear %	Regional %	Local %	Foreign %
Ala.	89.7	7.9	1.6	.7
Ariz.	82.0	15.5	1.3	1.3
Ark.	82.2	15.9	1.1	.9
Cal.	73.6	24.1	2.3	.5
Col.	78.4	15.6	3.9	2.0
Conn.	83.8	14.9	1.1	.2
Del.	88.3	11.2	.5	0
Fla.	70.0	29.6	.4	.3
Ida.	75.4	21.5	1.2	1.9
Ga.	92.0	6.9	.8	.3
Ill.	87.4	6.8	5.6	.2
Ind.	89.0	8.9	2.0	.1
Ia.	64.3	34.1	1.6	0
Kan.	61.0	38.1	.5	.4
Ken.	90.8	7.1	1.7	.4
La.	80.6	15.5	2.7	1.2
Me.	61.0	36.9	.9	1.2
Md.	63.5	34.1	2.3	.1
Mass.	61.2	36.2	1.8	.8
Mich.	78.5	14.9	2.3	4.3
Minn.	66.5	31.0	1.8	.8
Miss.	68.7	29.4	.9	.9
Mo.	56.4	41.1	2.1	.5
Mont.	73.0	23.4	1.9	1.8
Neb.	65.4	32.7	1.6	.3
Nev.	87.5	10.2	0	2.1
N. H.	71.6	26.6	.6	1.2
N. J.	89.6	10.1	.2	.1
N. M.	92.2	2.9	.3	4.6
N. Y.	79.5	16.2	1.5	2.8
N. C.	94.5	3.1	2.0	.4
N. D.	50.4	43.5	4.6	1.5
Ohio	83.0	15.9	1.1	.1
Okla.	80.0	14.5	4.0	1.5
Ore.	76.6	19.2	2.8	1.4
Pa.	82.5	14.8	2.7	.1
R. I.	31.0	57.1	11.9	0
S. C.	89.4	8.8	1.8	0
S. D.	71.5	27.5	.3	.7
Tenn.	78.8	19.5	1.1	.6
Tex.	80.8	14.7	2.3	2.2
Utah	82.8	15.2	.4	1.6
Ver.	80.5	12.5	1.2	5.8
Va.	82.4	14.8	2.7	.1
Wash.	56.8	40.4	2.0	.8
W. Va.	88.5	10.7	.6	.2
Wis.	70.4	26.1	3.9	.3
Wyo.	83.8	13.4	1.4	1.4
Alaska	74.0	24.2	.9	.9
Hawaii	95.2	3.7	1.1	0
P. R.	29.0	71.0	0	0

No Drought

in the $400,000,000 trading area surrounding

Spokane

Washington

—and the pioneer broadcasting station

KFPY

COMMANDS

in this region . . . with **13%** MORE listeners than the first competing outlet . . . and with **2%** MORE listeners than all other Spokane radio stations combined.

FACTS that you can verify through KFPY

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

WBNX programs are based on the nationality characteristics of the MELTING POT of the World!

DATA FROM FIFTEENTH CENSUS OF THE UNITED STATES FOR THE NEW YORK METROPOLITAN DISTRICT — 1930

AREA	Total Population	Native Population	FOREIGN POPULATION: Foreign and Mixed Parentage	FOREIGN POPULATION: Foreign Born	% of Foreign
Metropolitan District	10,901,424	3,368,554	4,291,169	3,222,426	69%
New York Division	7,986,368	2,284,715	3,157,644	2,527,286	71%
New York City	6,930,446	1,832,906	2,788,625	2,593,200	77%
Outside City	1,055,922	451,809	369,019	233,866	57%

Write for details on English and Foreign Language Programs with Established Listening Audiences

1,000 Watts Day and Night Effective Sept. 1

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET

WJAY

Cleveland · 610 Kilocycles

We Welcome TEST CAMPAIGNS!

Most of our national accounts come to us on a "test" basis—and we're *glad* to show advertisers and agencies alike just what we can do for their sales in this rich market.

And perhaps that's why we're known as "the Station that Gets RESULTS."

Ask for WJAY's "FACTS"

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS

The Other Fellow's Viewpoint . . .

An Agency Corrects

To the Editor of BROADCASTING:

Would you be good enough to make a correction in the next issue of BROADCASTING? On page 58 of the September 1 number, you report Pacific Coast Borax Company's program switching to Friday time on October 2. This change is actually occurring tomorrow, September 4. Please note.

MARGARET E. JESSUP,
McCann-Erickson Inc.,
New York City.

Sept. 3, 1936.

Rate Gullibility

To the Editor of BROADCASTING:

So strongly has the fact been brought to my attention that 100-watt radio stations are having their rate structures broken down, that I am writing you in the hope that some executives of 100-watters will seriously consider the subject.

Having been employed in the advertising department of a newspaper for several years prior to coming to radio work, I am familiar with the problem that the average newspaper of today faces with relation to their local and national rate difference as well as their milline rate. Faster than the average station owner realizes, that same problem is settling over this new medium. The situation is such that many advertisers have no respect whatever for the rate cards of the smaller stations.

During July a small truck circus played a number of towns within the radius of WMFG, during which time we solicited the manager of the show for radio time. Upon learning that our open daytime rate per announcement was $3.33 he practically went up in arms. He claimed the average rate he had been paying on 100 watters throughout the Midwest was $1.50 per announcement with the highest price $2 and the lowest $1. Of course our salesman was not successful in selling the time, but the main point is this: When a circus, carnival or any sort of traveling show places linage in a daily or weekly newspaper, they pay the amusement rate, the highest rate on the books of that paper, in most cases almost 50% greater than the regular local rate. And when you consider that most 100-watt owners are so afraid to pass up a few dollars that they let these shows use the lowest or almost lowest bracket of their rate card, then it is time to stop such abuse.

With business showing a spurt no doubt some stations are on the right side of the ledger for the first time and should be able to resort to sounder tactics in solicitation. Such people as traveling old gold buyers, fur peddlers and the like are playing one station against the other to get ridiculously low rates. One representative of a fur house selling door-to-door told the writer he paid as low as 65 cents for a 100-word announcement on a small station.

In fact a $1 rate for 150 words is common. If station operators are not thinking of their own business why jeopardize the entire industry for years to come. We have a good medium that will stand up with any of them; then why not get our just dues for producing just as good if not better results than other media. Let's respect our rate cards in the future and we'll get far more respect from advertisers in years to come.

H. S. HYETT, *Manager*,
WMFG, Hibbing, Minn.

New Promotion Firm

BUSINESS DEVELOPMENT Corp., RCA Building, New York, has been formed to function in three fields—public relations, sales expansion and product design and development. The new firm will produce radio programs. Officers are: Carl W. Drepperd, president; Allen Zoll, executive vice president; Leonard E. Drew and Clifford T. Rogers, vice presidents. Consultants for radio include Roger Whitman, who has *House Detective* on the NBC-Red network for the Federal Housing Administration; Mrs. Adelaide Finch, who at one time played the *Betty Crocker* role for General Mills; Harold Sherman, dramatist and writer, who handled Bromo-Seltzer's *All About You* program, and Alfred C. Johnston, former photographer for Florenz Ziegfeld.

Election Exploited By Cities Service

Million Presidential Guides Distributed to Listeners

Mr. McEldowney

THROUGH its 15,000 service stations, Cities Service Co., New York (petroleum products) is distributing 1,000,000 three-color Presidential Election Guide booklets. The 32-page guide includes biographies of presidential and vice-presidential candidates of the Democratic, Republican, and Union parties; summaries of platforms of the three parties; resume of the residence requirements of each voter in the 48 states; how each state ranks in population, area, number of electoral college votes, and the electoral vote as cast by each state in the 1932 presidential campaign. In addition the booklet supplies a breakdown of the electoral and popular vote for every presidential campaign since 1896. The remainder of the guide is devoted to a tabulation of the 1928 and 1932 presidential campaign vote broken down by counties and a double-page spread depicting the Federal government setup.

Elliott McEldowney, advertising manager of Cities Service, stated that if the 1,000,000 booklets were not enough another printing would be ordered.

Before the presidential conventions in June, Cities Service issued a similar booklet with biographies of the "possible" presidential and vice-presidential candidates along with the text of the Constitution.

Some 500,000 of these booklets were distributed. The public is being informed of the new booklets only through the Cities Service Friday night program on the NBC-Red network and by posters at its stations.

NBC will hold a one-day Tenth Anniversary Golf Tournament & Dinner at the Westchester Country Club, Rye, N. Y., Sept. 16.

CONSISTENT
in results obtained for advertisers

you get ACTION when you use

WSOC
Charlotte, N. C.
An NBC Affiliate

WFBR
Success Stories

The Story of the Enterprising Furniture Dealer

Hecht's Furniture House knew June Brides would be good customers for furniture; wanted a radio program that would bring in lots of live "leads".

So WFBR made a program to order--"Happily Ever After"--on which engaged couples were interviewed.

Originally scheduled to run from April through June, the program was so successful that it was continued through the Summer; is currently scheduled for Fall.

In BALTIMORE they listen to MARYLAND'S PIONEER BROADCAST STATION

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO

WFBR
BASIC N.B.C. RED NETWORK

RADIO'S BIG BUY

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

More Sponsors Bid For Football

(*Continued from page 9*)

Refining is understood to have paid $10,000 for New York rights to six Yale games, to be broadcast on WOR, and Yankee Network is understood to have paid a similar sum for New England rights, for which a sponsor has not yet been announced.

Aiding Gate Receipts

THE YALE announcement attracted wide attention in the press, with numerous papers viewing the matter with some bitterness since they are not in position to obtain revenue from coverage of the games.

William J. Bingham, Harvard graduate manager of athletics, was quoted as seeing no objection to sale of sponsorship rights, but he did not disclose whether a bid had been received by that university. Princeton authorities did not comment.

N. W. Ayer & Son, in announcing a schedule of Atlantic Refining games, quoted Joseph R. Rollins, Atlantic advertising manager, as taking issue with critics who claim that broadcasts will deplete gate receipts.

"The contention that broadcasting of the games will cut into gate receipts is erroneous," Mr. Rollins said. "Most everyone recognizes that football is the most colorful sport known. Those who possibly can continue to, will attend the games in order not to miss the visual color always associated with football. As we did in our baseball broadcasts, we will urge our listeners to attend football games as well. Statistics prove that gate receipts of baseball games have increased since the introduction of commercially sponsored radio broadcasting, which should completely dispel any fears of any decrease in attendance."

In referring to the Atlantic hookups, Mr. Rollins explained that because of mechanical and other reasons it was impossible for the two major chains to agree concerning coverage of local contests. Deciding the only course left was to arrange its own hookups, Atlantic and Ayer produced what they describe as the most elaborate radio setup of its kind ever attempted for commercial broadcasting.

Atlantic commercials will be short and to the point, Mr. Rollins said. "It is not our intention to destroy the interest of a verbal picture of an exciting moment in a game by plugging our products. A tactful reminder concerning the company will be used here and there but not during actual play."

Ohio State Position

CLARIFYING the position of Ohio State University, as explained in the Sept. 1 issue of BROADCASTING, R. C. Higgy, director of the university's WOSU, explained that all broadcasts must be on a sustaining basis because it is felt that advertising in connection with games is not desirable nor is it consistent with the university's policy.

Instead of attempting to pass on programs booked before and after game broadcasts, Mr. Higgy said, OSU will merely require stations broadcasting games "to refrain from making any advertising statements immediately before, during or after the game broadcast, associated with the game broadcast." He added:

"Commercial programs before and after the game broadcast are not prohibited in any manner so long as a station announcement or some break is made between these broadcasts and the game broadcast. The university recognizes the right of the visiting team and institution and has made provision for each institution to designate one broadcasting station that covers its home territory to broadcast without paying a fee. No restriction is placed upon sponsored broadcasts in this case, the matter being entirely up to the visiting institution."

James F. Hopkins, manager of WJBK, Detroit, informed BROADCASTING that he had notified Standard Oil Co. of Indiana, planning to sponsor games of the professional Detroit Lions, owned by George A. Richards, operator of WJR, Detroit, that he would go to court if necessary in an effort to prevent CKLW, Detroit-Windsor, from carrying the sponsored accounts of the Lions' games.

Mr. Hopkins takes the position that "no foreign station can broadcast an event originating on this side without permission. We have entered our objection to the granting of the permission in this case. Simply in fairness to the commercial sponsors, who may have been unaware of the situation, we have advised them of our intention of going as high as necessary to defend our rights."

Additional Sponsorship

ADDITIONS to the list of sponsored games as published in the Sept. 1 issue of BROADCASTING follow:

Atlantic Refining Co.—10 Holy Cross, Springfield and Amherst games on WSPR, Springfield, Mass.; 10 Cornell, Columbia and Syracuse games on WMBO, Auburn; 10 Dartmouth, Holy Cross, Boston U, Boston College and Amherst games on WTIC, Hartford; 10 Western Maryland, Pitt, Pennsylvania, Maryland and Catholic U games on WBAL, Baltimore; 10 Franklin & Marshall games on WORK, York, Pa. and WGAL, Lancaster, Pa.; six Yale games on WOR, Newark; negotiations for University of Virginia games on WRVA, Richmond, WDBJ, Roanoke, and Virginia Network still going on although public announcement had been made of their completion. Temple U. games on WIP, Philadelphia. Broadcast of Temple-St. Marys game in San Francisco on WIP depends on availability of wire facilities.

Kellogg Co.—All games of Michigan will be broadcast on WWJ, Detroit; eight games, mostly those of Catholic U, on WJSV, Washington; has rights to some other games in the WJSV area; Jock Sutherland, Pitt coach, to be heard in weekly pre-game quarter-hour on WCAE, Pittsburgh; Bill Cunningham to be sponsored on Yankee Network; Lynn Reilly to be sponsored on WBAL, Baltimore, for Friday quarter-hour; Bob Newhall to be sponsored thrice weekly in quarter-hour series on WLW, Cincinnati.

General Foods Corp.—Seven games of Iowa U on KRNT, Des Moines, and WMT, Waterloo, with no commercials permitted during Iowa-Minnesota game because of latter school's rules, the series to promote a new cereal, Huskies; five Kansas U and two Missouri U games on WHB, Kansas City, for Post Toasties; weekly quarter-hour on WCCO, Minneapolis, Saturdays, for Huskies. Benton & Bowles is agency.

General Mills Inc.—Series of 26 quarter-hour football talks by Ty Tyson on WWJ, Detroit, Fridays, Saturdays and Mondays. Knox Reeves Adv. Inc., Minneapolis, is agency.

Texas Co. — Northwestern U games on WCFL, Chicago, through Hanff-Metzger Inc., Chicago.

Socony Vacuum Oil Co.—Northwestern U games on WBBM, Chicago, through J. Sterling Getchell Inc., N. Y.

Yankee Petroleum Co., Chicago—(Linco oil) Notre Dame schedule on WIND, Gary, Ind., placed direct.

Marvel Cigarette Co., Chicago—Three weekly Pat Flanagan commentary programs on WBBM, Chicago, thru Aitken-Kynett Co., Philadelphia.

Chicago & Northwestern Railway — Northwestern U games on WJJD, Chicago.

Humble Oil & Refining Co.—Southwest Conference games on Texas Quality Network. Humble will spend about $10,000 for broadcast facilities, using Cy Leland and Kern Tips as commentators. Franke - Wilkinson - Schiwetz Inc., Houston.

Twin Cities Dodge Dealers—Minnesota U games on ESTP, St. Paul, with Halsey Hall as commentator.

WBLK instead of WEXP are the call letters assigned by the FCC for the new 250-watt daytime station in Clarksburg, W. Va., which it recently authorized the *Clarksburg Exponent* to erect.

H. N. Oakley, Gen. Mgr. of the 75 Oakley Grocery Stores in the Wabash Valley.

OAKLEY Found the Way to the Wabash Valley kitchens

—"we find advertising on WBOW a direct medium to the housewives of our territory, WBOW gives us a thorough job because its coverage is a complete sweep of the Wabash Valley . . .

signed H. N. Oakley.

W. W. Behrman, Director

. . National Representatives FURASON and ASTON, Inc. Chicago—Detroit—New York

We can do a similar job for your food products!

250 WATTS WBOW 1310 KC.

on the banks of the Wabash

TERRE HAUTE INDIANA

Covers the Islands like the waters cover the sea.

KHBC HILO, HAWAII

KGMB HONOLULU, HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Ave. Wilkinsburg, Pa.

Over 90% of Pittsburgh Families Own Radio Sets and More of Them Listen to WCAE, Week In and Week Out, Than to Any Other Radio Station.

NOMINATE

WHAS

LOUISVILLE, KY.
CBS BASIC OUTLET

REPRESENTED BY
EDWARD PETRY & CO.

● to carry the bulk of your Radio Program Appropriation for 1936-7 on a nation-wide, big-audience spot. You'll cash in with increased sales on the A.M. or P.M. spot which suits your product.

OWNED and OPERATED by THE COURIER-JOURNAL and LOUISVILLE TIMES

They Want to Listen

BY STATION BREAK

IN A RECENT column we began the discussion of what we ambitiously called the *"philosophy"* of radio advertising. After a brief interruption, due to NAB Convention subjects, we're resuming it.

* * *

IN OUR first opus we noted one important fact . . . that every listener within the effective service range of a station is part of its potential circulation . . . and that this enables radio to afford the skillful advertiser a greater "bonus" circulation than provided by any other medium.

* * *

WHY can radio do this? For a number of reasons. . . . In radio, the advertiser provides both the entertainment . . . corresponding to the editorial material of a magazine or newspaper . . . and the advertising matter. This enables him . . . potentially to place his ad next to the feature story of the issue . . . pardon us if we mix figures of speech . . . we mean, next to the *outstanding program* of the hour and the day.

* * *

NOW since listeners can shift from station to station with the greatest of ease . . . one little turn of the knob and it's done . . . the advertiser with the feature program can take this great potential audience and make it his own.

* * *

WHILE we're on this subject, note what really is *radio circulation* . . . the number of listeners which the station *can reach* . . . *not* the number the advertiser's program *pulls*.

* * *

IT'S THE advertiser's funeral if he is not skillful enough to grasp and hold the listeners with whom the station can provide him a contact. When we're talking of station circulation and fixing station rates, let's remember this.

* * *

BUT GOING back to our advertiser . . . because he furnishes the program as well as the advertising, all of the benefits of providing listeners with entertainment and information are his for the asking . . . if he knows how to capitalize them.

* * *

* * *

WHEN YOU'RE hoping and expecting to be pleased, you will make every effort to be pleased. You will be on the look-out for the pleasant and entertaining. . . . You will be in a particularly receptive mood to be entertained.

* * *

WHAT AN opportunity that gives the advertiser to build up program, product and company enthusiasm by stepping in and fulfilling that listener expectation and desire to the greatest degree within his power! That's what can make a radio audience the most responsive and appreciative audience in the world.

* * *

WE HOPE you get the picture of what this means to either an advertiser or station manager who is not content with just getting by, but who is constantly striving for new, better and novel means of entertaining and rendering other service to his listener.

* * *

WE LISTEN because we want to . . . and we listen to *what* we want to. There is nothing more final than twisting the dial or turning off the set. . . . You're out, with practically no chance to return. The penalty to the poor and mediocre in radio is as great as are the rewards to the skillful and enterprising.

* * *

WE LISTEN because we want to . . . and to what we want to. The listener picks the program. Conversely . . . by building the kind of program which his particular kind of listener and potential customer is most likely to desire . . . the advertiser picks his audience. There is a great deal of hand-picking possible in the radio audience . . . thus increasing the effectiveness of the program circulation finally secured.

* * *

PROPER merchandising helps the program from the time prior to listening until the final purchase . . . but with regard to listening because we want to . . . the word-of-mouth publicity given to an entertaining program is the greatest asset of all.

Test Texas!

Texas itself is one of the world's great markets, and this Centennial year its wealth will be increased by millions of visitors. To test Texas, and get a share of that additional wealth, select KFRO as your first test station, covering East Texas. Investigate.

KFRO

VOICE OF LONGVIEW, TEX.

Just in case - - -

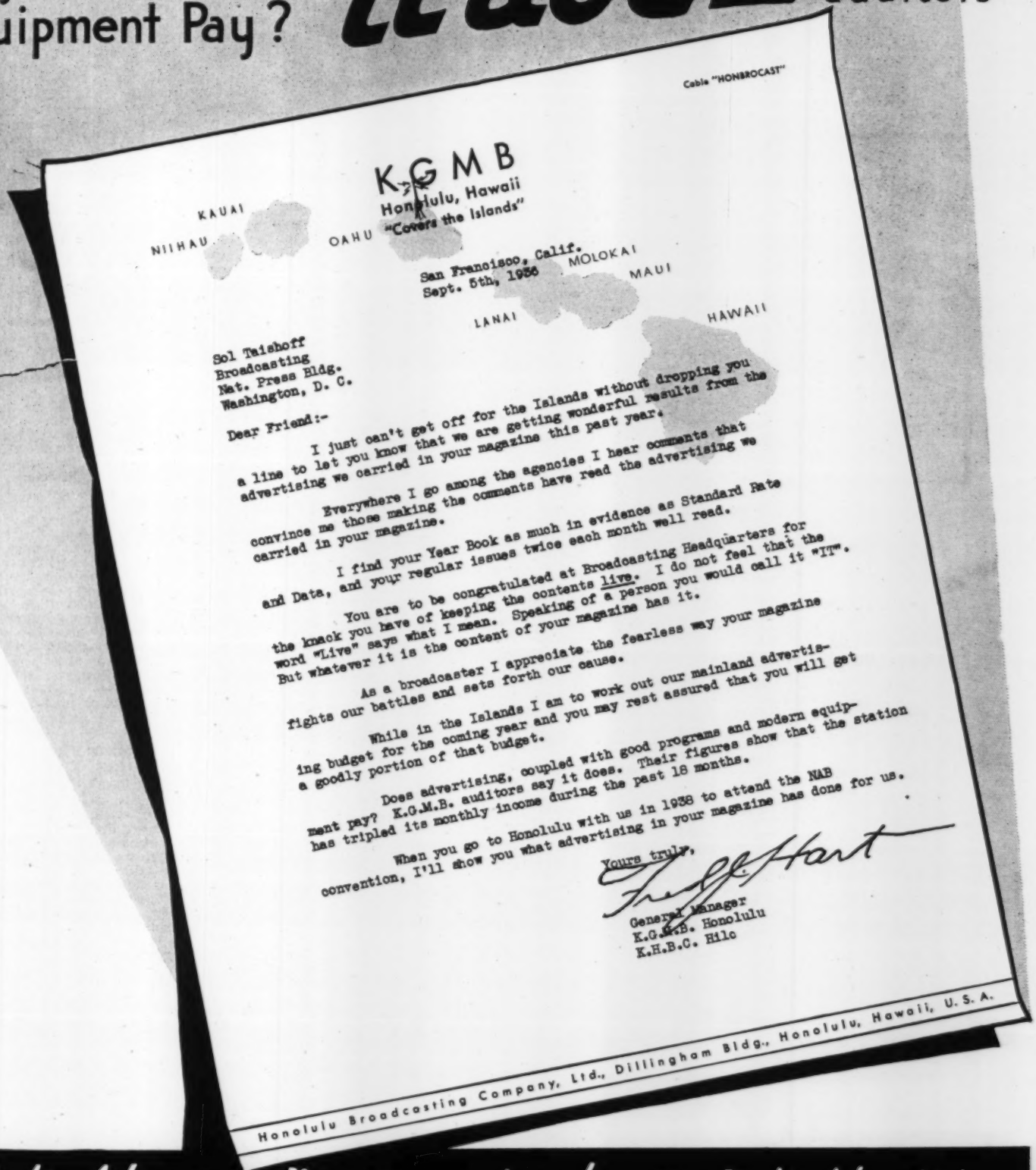
In our August 15th ad, our address was inadvertently omitted. If you were impressed by "How YOU can Make MONEY out of Oil" but did not know where to get such information, write—

KFRO

"Voice of Longview" — Longview, Texas

Does Advertising coupled with good Programs and Modern Equipment Pay?

"it does" say KGMB auditors



Cable "HONBROCAST"

KGMB
Honolulu, Hawaii
"Covers the Islands"

KAUAI
NIIHAU
OAHU
MOLOKAI
MAUI
LANAI
HAWAII

San Francisco, Calif.
Sept. 5th, 1936

Sol Taishoff
Broadcasting
Nat. Press Bldg.
Washington, D. C.

Dear Friend:-

I just can't get off for the Islands without dropping you a line to let you know that we are getting wonderful results from the advertising we carried in your magazine this past year.

Everywhere I go among the agencies I hear comments that convince me those making the comments have read the advertising we carried in your magazine.

I find your Year Book as much in evidence as Standard Rate and Data, and your regular issues twice each month well read.

You are to be congratulated at Broadcasting Headquarters for the knack you have of keeping the contents live. I do not feel that the word "Live" says what I mean. Speaking of a person you would call it "IT". But whatever it is the content of your magazine has it.

As a broadcaster I appreciate the fearless way your magazine fights our battles and sets forth our cause.

While in the Islands I am to work out our mainland advertising budget for the coming year and you may rest assured that you will get a goodly portion of that budget.

Does advertising, coupled with good programs and modern equipment pay? K.G.M.B. auditors say it does. Their figures show that the station has tripled its monthly income during the past 18 months.

When you go to Honolulu with us in 1938 to attend the NAB convention, I'll show you what advertising in your magazine has done for us.

Yours truly,

General Manager
K.G.M.B. Honolulu
K.H.B.C. Hilo

Honolulu Broadcasting Company, Ltd., Dillingham Bldg., Honolulu, Hawaii, U. S. A.

Radio Advertising Pays-it pays to advertise Radio Advertising

KTEM Being Built

KTEM, Temple, Tex., new local station authorized recently by the FCC, will go under construction Sept. 15, and will be headed by Robert MacKenzie, of KPDN, Pampa, Tex., as general manager, it was announced Sept. 5. The station is licensed to the *Temple Daily Telegram*.

RADIO EVENTS, New York script service, announced Sept. 9 negotiation of a contract with J. B. Chandler & Co., of Brisbane, Australia, operators of a string of stations, whereby radio script material will be supplied the organization. The Chandler company will represent Radio Events in Australasia.

WJJD

has POWER 20,000 WATTS

has PROGRAMS THAT BUILD AUDIENCES

Gets RESULTS

LET US TELL YOU WHY YOU CAN-NOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO !

201 N. WELLS ST, CHICAGO, ILL.

NATIONAL REPRESENTATIVES WEED & CO. 350 MADISON AVE., N.Y.C.

"Radio Captains"

A REMNANT of the ambitious "merchandising" plans originally undertaken by the Republican radio division being revived is the plan to appoint G.O.P. "radio captains" throughout the country whose duties will be to phone five friends and notify them of forthcoming broadcasts they should tune in and tell their friends to tune in. Feelers sent out to state and local party chairmen indicated the idea has clicked so well that Chicago headquarters has assigned three girls to handle mail about it. It is planned to award each "captain" with an appropriate button.

Apple Spots in West

WASHINGTON STATE APPLES Inc., Seattle, has appointed the J. Walter Thompson Co., Seattle branch, to direct its national advertising and has allotted a tentative budget of approximately $175,000 for this year's schedule. Starting Sept. 28, time signal announcements will be used on KNX, Los Angeles, three times daily for three weeks, augmenting the newspaper campaign which opens in October. Future radio plans are indefinite. Washington State Apples Inc. is a cooperative advertising fund.

CHALLENGER—At the right of this tintype is Glenn Snyder, manager of WLS, Chicago, who managed D. E. (Plug) Kendrick's more or less successful contest for the NAB cow-milking championship during the recent convention. At the age of 7 young Snyder, here shown with a couple of cousins, displayed his bents as a violin virtuoso down in Leon, Ia., where this trio often entertained the home folks. Mr. Snyder claims that he is an even better mouth-organ player and he now challenges all comers to a contest for the mouth-organ-playing championship of the broadcasting industry.

Affiliated Cosmetics

AFFILIATED PRODUCTS Inc., New York (cosmetics), will promote various products on a 36-station CBS network starting Sept. 28, using the 12:30-1 p. m. period, Mondays through Fridays. First half of the programs will present *Romance of Helen Trent* to promote Edna Wallace Hopper cosmetics. The second half will feature *Rich Man's Darling* to promote Jocur, Kissproof lipstick, Outdoor Girl and Delica-Brow cosmetics. The first half of the 30-minute program will originate in Chicago, the second in New York. Blackett-Sample-Hummert Inc., New York, is agency.

CBS Series for Rinso

LEVER BROS. Co., Cambridge, Mass., on Sept. 14 started sponsorship of *The Big Sister*, dramatic quarter-hour serial, to promote Rinso on 70 CBS stations, Mondays through Thursdays, 11-11:45 a. m., with repeat at 2 p. m. Ruthrauff & Ryan Inc., New York, is agency.

WPA Funds Given Federal Workshop

Educational Project Continued On an Expanded Basis

WITH a new budget of over $100,000 allocated by President Roosevelt from relief funds, the WPA Federal Educational Radio Workshop Project, undertaken six months ago as a means of aiding educators in the proper use of radio, will be continued for nine more months with an augmented staff. The budget awaits final approval to cover activities planned from Oct. 1 to July 1, 1937.

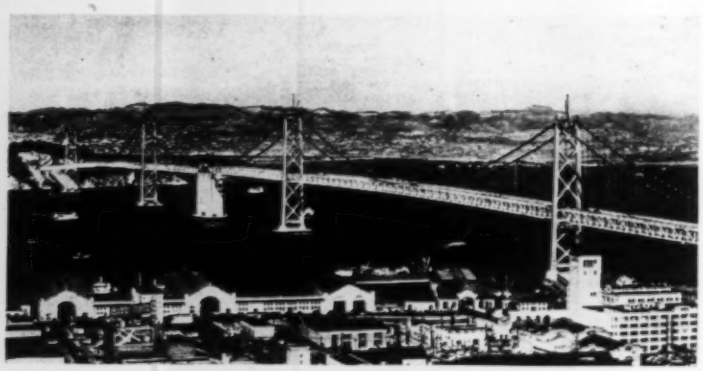
The present staff of 75, of whom 38 make their headquarters in New York, may be increased by 25 or more, all drawn from CCC camps or from WPA professional rolls, according to William Dow Boutwell, editor of the U. S. Office of Education, who heads the project under Dr. John W. Studebaker, U. S. Commissioner of Education.

Mr. Boutwell stated that all the additions to the staff will join the Washington headquarters, and that the New York staff on Sept. 15 will move to quarters furnished by New York University in Washington Square. New York University, it was revealed, is considering a resumption of its courses in radio technique, using the Radio Workshop staff as faculty and advisors [BROADCASTING, Sept. 1]. The six-week courses, it is planned, will take in not more than 40 students and will be designed to train teachers and directors of educational broadcasting in professional radio technique.

The WPA project itself trains its staff, all but the supervisors drawn from CCC camps and relief rolls, in radio writing, production, acting, music and speaking, and is also building up a library and script collection from which educators and radio station operators can secure ideas and material. With its own staff it is now staging five programs weekly on the various networks, and has one script series which it is distributing to schools and radio stations. More script series are planned.

Labor Places Discs

ENTERING into the campaign with transcription broadcasts, the Labor Non-Partisan League, an organization of trade unions supporting President Roosevelt and maintaining headquarters in the Willard Hotel, Washington, on Sept. 2 began using sponsored spots on WIP, Philadelphia; KQV, Pittsburgh, and WOL, Washington. The same programs, also placed once weekly, are carried as sustainings on WEVD, New York, and WCFL, Chicago. The series features Senator Robert Wagner (D-N. Y.) and other speakers. The programs were placed through New York offices in the Hotel Claridge where Morris Novik, a director of WEVD, is in charge. Chester Wright heads the radio campaign out of Washington offices.



SAN FRANCISCO

SELECTED SITE FOR A GREAT WORLD'S FAIR

SAN FRANCISCO offers the world an opportunity to see its three monumental projects, the San Francisco-Oakland Bay Bridge, the Golden Gate Bridge and the Hetch Hetchy Water System, built at a cost of $200,000,000.00.

The Golden Gate International Exposition in 1939 opens the gateway to a California paradise... to San Francisco's unparalleled climate... to its vast, natural resources. This Fair will be a fitting tribute to the ingenuity and the enterprise of an industrious people.

San Francisco and the great cities about the Bay offer a great market for a good product. Station KYA has an open door into every radio home in San Francisco.

Full particulars will be sent on request.

KYA

The Voice of the San Francisco Examiner

National Representative: HEARST RADIO, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

"Doing a Peach of a Job in Georgia"

1000 WATTS

WMAZ

MACON, GA.

WTCN

St. Paul — Minneapolis

FREE & SLEININGER, INC.

National Representatives

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

GENERAL FOODS Corp., New York (Calumet baking powder) on Oct. 4 starts *The Great American Program* on 50 NBC-Blue stations, Sun., 5-5:30 p. m. Agency: Young & Rubicam Inc., N. Y.

SONOTONE Corp., New York (aid for the deaf) on Sept. 29 starts *Cheerio* on 37 NBC-Red stations, Tues., 4-4:15 p. m. Agency: Topping & Lloyd Inc., N. Y.

AFFILIATED PRODUCTS Inc., New York (cosmetics) on Sept. 28 starts *The Romance of Helen Trent* and *Rich Man's Darling* on 36 CBS stations, Mon. thru Fri., 12:30-1 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

LAMONT, CORLISS & Co., New York (Pond's creams) on Oct. 6 starts *Husbands & Wives* on 25 NBC-Blue stations, Tues., 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

SWIFT & Co., Chicago (Sunbrite cleanser) on Oct. 12 starts *Sunbrite Junior Nurse Corps* on 21 CBS stations, Mon., Wed., Fri., 5-5:15 p. m., repeat 6 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

LOOSE-WILES BISCUIT Co., Long Island City, L. I. (biscuits) on Oct. 3 starts *Snow Village Sketches* on 27 NBC-Red stations, Sat., 9-9:30 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

SPERRY FLOUR Co., San Francisco (flour & cereal), on Aug. 26 started for ten weeks' participation in *Woman's Magazine of the Air* on 7 NBC-KPO Pacific Red stations (staggered schedule), Aug. 26-Sept. 11, 2:15-2:30 p. m. (PST); Oct. 6-29, 3:15-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

TILLAMOOK COUNTY CREAMERY ASSN., Tillamook, Ore. (dairy products), on Sept. 25 starts for 13 weeks *Bennie Walker's Tillamook Kitchen* on 5 NBC-KPO Pacific Red stations, Fri., 10-10:15 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., Portland, Ore.

CALIFORNIA CONSUMERS CONFERENCE, San Francisco (political), on Sept. 7 started 9 political talks on NBC-KPO (staggered schedule). Agency: Lord & Thomas, Los Angeles.

SOUTHERN CAL. Republican Campaign Committee, Los Angeles (political), on Sept. 9 started 15 political talks on 2 NBC-KPO Pacific Red stations (staggered schedule). Agency: Walter Biddick Co., Los Angeles.

COMMUNIST PARTY OF CAL., San Francisco (political), on Sept. 15 only, political talk on 2 NBC-KPO Pacific Red stations, 6:45-7:00 p. m. (PST). Placed direct.

COLGATE-PALMOLIVE-PEET Co., Jersey City on Aug. 31, started 12 participations in *Yankee Network News Service* on 11 Yankee stations. Agency: Benton & Bowles Inc., N. Y.

A. C. GILBERT Co., New Haven (Gilbert Kitchen Kit), on Oct. 21, starts 8 participations in the *Gretchen McMullen Household Broadcast*, once weekly, on 9 Yankee stations. Agency: C. W. Hoyt, N. Y.

LEVER BROTHERS Co., Cambridge (Rinso) on Sept. 14 started *The Big Sister* on 70 CBS stations, Mon. thru Thurs., 11:30-11:45 a. m. with repeat at 2 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

TUNE IN TONIGHT

NEW 1937 EDITION

MAXWELL HOUSE

SHOW BOAT

Lanny Ross presents

NEW STARS · NEW MUSIC

NEW COMEDY · NEW ROMANCE

BRILLIANT CAST OF 100

WRC 8 P.M. Every Thursday Night

OLD FAVORITE—In a new light is Maxwell House, which used spotlights in its promotion of the 1937 edition of General Foods popular coffee series.

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Sept. 9 started 20 participations in *Yankee Network News Service*, on 10 Yankee Network stations twice daily, Mon. thru Fri. Agency: Benton & Bowles Inc., N. Y.

FIRST NATIONAL STORES Inc., Somerville, Mass., on Sept. 30 starts 120 15-minute programs, *Imogene Wolcott*, three times weekly, on 6 Yankee stations. Agency: Richardson, Alley & Richards, Boston.

REPUBLICAN NATIONAL COMMITTEE, Chicago (political) on Sept. 7 began political talks by William Hard on 69 CBS stations, Mon. thru Fri., 7-7:15 p. m. with repeat at 11 p. m. Agency: Lord & Thomas, Chicago.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Sept. 9 renewed *Lucky Strike Hit Parade & Sweepstakes* on 86 NBC-Red and Blue stations, Wed. 10-11 p. m.; drops Blue stations after Sept. 23. Agency: Lord & Thomas, N. Y.

HECKER H-O Co., Buffalo, (Force and H-O oatmeal) on Sept. 14 renewed *Bobby Benson & Sunny Jim* on 9 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

Network Changes

PACIFIC COAST BORAX Co., New York (20 Mule Team borax) on Sept. 4 shifted *Death Valley Days* to Fri., 8:30-9 p. m. on NBC-Blue network.

VICK CHEMICAL Co. shifts debut of *Nelson Eddy* series on CBS, Sundays, 8-8:30 p. m., to Sept. 27.

STALEY MFG. Co., Decatur, Ill. on Sept. 14 shifted to NBC-Blue Mon. thru Fri., 3:45-4 p. m.

August Billings Up

FROM unofficial advance sources, BROADCASTING has learned that NBC will report an increase of 20% in their August billings as compared with the same month a year ago. CBS will reveal an increase of 40% in August receipts against August, 1935.

THE ONLY NBC BLUE NETWORK STATION Between ST. LOUIS and DENVER

WREN

CENTRALLY LOCATED TO SERVE KANSAS CITY, TOPEKA and ST. JOSEPH

Station-Produced

GREAT interest in station-produced dramatic shows is being exhibited by advertising agencies and clients in the Chicago area, according to the Chicago office of Free & Sleininger. During the last few months this increased activity has resulted in the auditioning of some 30 to 40 station-produced shows for various prospective clients. A number of Free & Sleininger represented stations are now producing audition samples in their own studios and these samples are available to prospects through any of its offices.

Oxo on West Coast

OXO Ltd., Montreal, Quebec (bouillon cubes), which has never before used radio on the Pacific Coast, thru Doremus & Co., San Francisco, started Sept. 14 for 26 weeks, five-minutes participation three days weekly in *Confidentially Speaking With Helen Webster* on NBC-KGO, San Francisco. A cook-book is offered listeners who write in sending along one Oxo red wrapper. Frank Kihm is the agency executive servicing the account.

A NEW picture book, showing executive personalities as well as entertaining and technical people on its staff, has been issued by WHO, Des Moines. The booklet contains 100 or more pictures of talent and others connected with the station.

Bob Barrett

Blackett-Sample-Hummert, Inc.

Your agency places more radio advertising than any other agency in the world—and WMBD, we believe, carries MORE LOCAL and MORE NATIONAL advertising than any station our size in a market our size—yet we haven't had the opportunity of showing you what we can do for such accounts as Dreft, Oxydol, and Ovaltine. Why not send your contracts now and take advantage of our increased coverage?

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

Sound Effects

(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

WXYZ and the Michigan Radio Network

TODAY'S GREAT "PLUS VALUE" RADIO BUY!

+1 SHOWMANSHIP — WXYZ is known nationally for Showmanship gained by 25 years of successful experience in entertainment enterprises. That's plus value No. 1.

+2 AUDIENCE APPRECIATION — makes for greater sales response and is WXYZ's reward for refusing to broadcast spurious claims of questionable products. That's plus value No. 2.

+3 MERCHANDISING SERVICE — without additional cost to sponsors seeking coverage of the Greater Detroit Market and in the big Michigan Market. A complete merchandising service . . . gets dealers . . . distributors . . . jobbers . . . in effect a front line sales division, working in conjunction with the sponsors' sales representatives. That's plus value No. 3.

+4 8 STATIONS IN MICHIGAN'S 8 LARGEST CITIES — the Michigan Radio Network covers 8 big, rich market zones with greater penetration and sales influence than is possible by any single station with wattage strength sufficient to reach these zones. That's plus value No. 4.

N. B. C. Blue Network

KING-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING . . . DETROIT

WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago

Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

To Completely Control the Puget Sound Market
Use Both of Seattle's Pioneer Radio Stations

KOMO
NBC-Red

KJR
NBC-Blue

National Representatives — EDWARD PETRY & CO.

Big shows mean Big Audiences.
Big audiences mean Big Sales.
The Keen buyer is buying . . .

WBAL

The only clear channel,
high power station in
Baltimore and Maryland

•

WBAL

BALTIMORE • MARYLAND

National Representatives:

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

KWTO-KGBX SPRINGFIELD MO.
KCMO KANSAS CITY MO.
WTMV E. ST. LOUIS

HITCH YOUR WAGON TO THREE STARS

THREE STATIONS
THREE MARKETS
AT
ONE LOW RATE

Our ONE LOW RATE is based on circulation. THREE STATIONS in THREE markets guarantee coverage in these rich, responsive and thickly populated areas. Advertisers who have compared results say our rate is really low when checked against sales figures and inquiry returns.

★★★★★★★★★★★★★★★★★★★

Developments Impending In Proposal to Provide WLWL With Full Time

WITH the convening of the FCC Broadcast Division Sept. 7 after a summer quasi-recess, it was considered likely in official circles that developments may take place in the so-called "Paulist situation" involving plans whereby WLWL, part-time Paulist station in New York, may acquire full time.

Under an agreement worked out by the Paulists with CBS and other interested parties, WLWL was to have procured full time on the 1100 kc. channel on which it now operates a few hours weekly, through purchase of WOV, New York, from John Iraci. There were several other station switches and consents involved in this deal, however. CBS then was to have leased or purchased WLWL, procuring the station as a full-time New York outlet, with a guarantee to the Paulists of daily time for Catholic broadcasts.

CBS was to have advanced the initial $300,000 for the purchase of WOV from John Iraci as well as another $25,000 to be made available to WPG, municipally-owned station in Atlantic City, which would have relinquished its time on the 1100 kc. clear channel to make way for WLWL. In lieu of this assignment WPG planned to take over the WOV assignment on 1100 kc. with 1,000 watts full time by virtue of a consent from KSL, Salt Lake City, to permit it to operate full time on that clear channel.

This entire plan, however, was disrupted when Mr. Iraci sold WOV to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000. At that time Mr. Bulova offered to take over the CBS end of the entire transaction and procure WLW for himself as a full time outlet. Mr. Iraci then would have become 80% owner of WNEW, Newark, Bulova controlled station.

The Paulists, however, have protested vigorously to the FCC against Bulova's purported intrusion and desire to have the original plan worked out with CBS procuring WLWL either under lease or by purchase.

It is expected that the individual members of the FCC will interest themselves in this highly controversial matter and that some solution will be forthcoming shortly.

WNEW Files Answer

DENYING illegal performance, WNEW, New York, the second week in September filed with the New York Supreme Court its answer to the injunction suit of the National Association of Performing Artists alleging unauthorized performance of phonograph records. WHN, New York, which was sued at the same time, had had its injunction hearing deferred until Sept. 16. The suits are in the nature of test cases filed by the newly created organization and are designed to restrict phonograph record performances as well as to procure performing rights royalties from stations.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ------$50.00
Hollister Crystal Co.
WICHITA, KANSAS

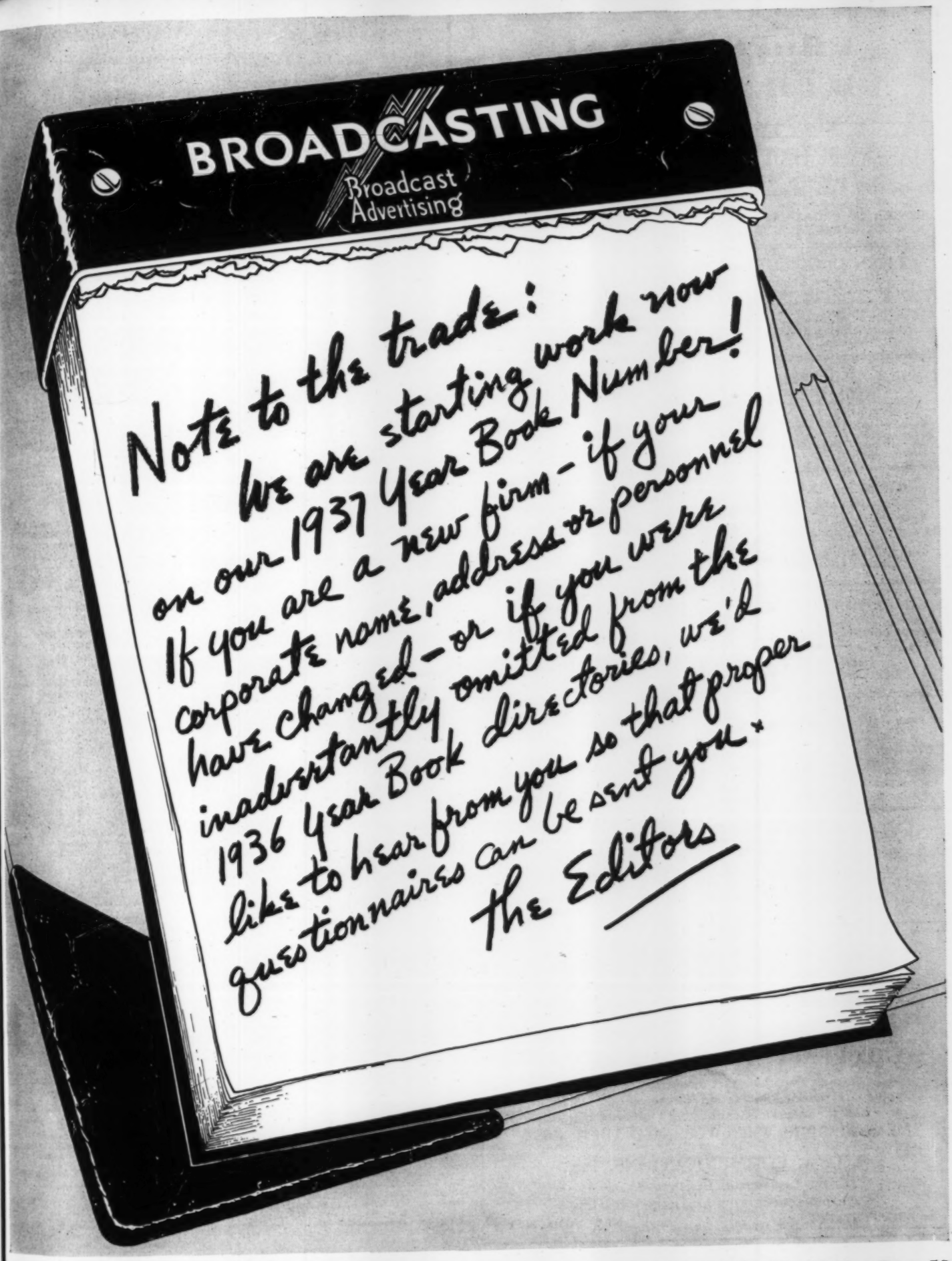
In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

FURNITURE RADIOAIDS
are
"REASON WHY" ADVERTISING
Wire or Write
"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.
1357 N. Gordon St. Hollywood, Calif.


BROADCASTING
Broadcast Advertising
Note to the trade:
We are starting work now on our 1937 Year Book Number!
If you are a new firm - if your corporate name, address or personnel have changed - or if you were inadvertantly omitted from the 1936 Year Book directories, we'd like to hear from you so that proper questionnaires can be sent you.
The Editors

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
982 National Press Bldg. Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

COMMANDMENTS
WQAM Gives Speakers Rules
—With List of Don'ts—

TO ALL speakers invited to broadcast over WQAM, Miami, that station hands a card bearing what it titles *Ten Commandments for Radio Speakers*, which is particularly handy in these days of extensive use of radio by political broadcasters. Commandment Seven bars "advertising matter," on the theory that commercials should be done by staff announcers. The commandments:

1. Use no subject material which could be considered improper for delivery to a mixed Sunday School class.
2. No subject material relative to "drawings" or "lotteries."
3. No subject material containing slander—libel—or language that could be considered either by theme or treatment as obscene or profane.
4. No subject material not in good taste for mixed audiences such as certain medical subjects—social diseases, etc.
5. No appeal for funds.
6. No ambiguous statements that could be misleading to the listening public.
7. No advertising matter.
8. No stories which by *anyone's* imagination could be considered improper for mixed audience.
9. Do not change position relative microphone. Do not indulge in excessive loud or soft modulations of voice.
10. Start promptly—end promptly.

FCC Appoints Wheat

CARL I. WHEAT, of Los Angeles, has been appointed associate counsel of the FCC telephone investigation, in charge of long line toll rates and other rate matters, effective Sept. 15. The current inquiry into broadcast line charges, which probably will be the basis of hearings this fall, may fall within the purview of the new counsel, who will function with Acting Special Counsel Samuel Becker, who has been in legal charge of the inquiry. Mr. Wheat is now public utilities counsel for Los Angeles.

ACCURACY
INFORMATION • EQUIPMENT • SERVICE
Radio Engineering Consultants
For Established Stations and For New Station Applicants
Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)
COMMERCIAL RADIO EQUIPMENT COMPANY
7805 BALTIMORE • KANSAS CITY, MO.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: Experienced station representative. Opportunity for $10,000 yearly; many feature programs to sell; leading station; 25% commission. Box 549, BROADCASTING.

Regional Station in Middle Atlantic State is enlarging and reorganizing its staff and will consider applications for positions in studio, program, office and sales departments. Only experienced persons need apply and please furnish complete information in first letter. Box 545, BROADCASTING.

For Sale—Equipment

Western Electric 1 Kw 106-B Transmitter

This equipment is in excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 507, BROADCASTING.

One Western Electric 6-B Transmitter for sale, complete with motor generators and spare armatures, two sets of tubes and special insulating base for generators made by Johns Manville. Excellent condition. Price $2500. Also one Hammarlund Comet Pro Receiver with crystal filter, $50. Address: W. E. Hudson, Station WAVE, Brown Hotel, Louisville, Kentucky.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Situations Wanted

STATION ENGINEER: Impressive history, excellent service supervisory capacity major stations, since 1926. Wide experience design, construction, maintenance, operation. Radiotelegraph and Radiotelephone First Class Licenses. Now employed by broadcasting Network. You will be greatly impressed with complete story of accomplishments. Reply Box 551, BROADCASTING.

Operator, with phone first license desires connection. Thomas Suggs, 3918 Westminster, St. Louis, Mo.

Radio executive of seventeen years' experience desires connection as Station Manager or Chief Engineer. Can take complete charge of studio and technical personnel. Box 548, BROADCASTING.

ATTENTION NEW CONSTRUCTION PERMIT HOLDERS!

Here is the happy solution to your personnel problem. Unusually qualified Executive-Engineer, at present employed by Network, desires managerial connection with independent station presenting opportunity utilize outstandingly diversified radio background.

High class business and technical education. Pioneer Broadcaster; Westinghouse trained. Vast experience station design, construction and supervision. Possess first grade Government radio licenses. Substantial history Divisional Managership principal radio concern. Thoroughly versed office management, sales promotion, collections, correspondence.

Your rare opportunity secure services several first class station specialists in one individual. Reply Box 550, BROADCASTING.

Wanted to Buy

Have clients for broadcasting stations now operating. All matters confidential.
Radio Investment Company
Broadcasting Properties
Times Bldg. New York

Want turntable and cutting assembly for coated discs. State make, particulars. Box 527, BROADCASTING.

OLYMPIC AIRING—Bill Henry (at left in first photo), Los Angeles Times sports writer, broadcasting the Berlin sports classic. He was specially engaged by CBS for the Olympics. With him is Cesar Saerchinger, CBS European representative. Bill Slater, NBC sports announcer, shown telling the world of the games, while Dr. Max Jordan, NBC European representative, listens to his story of the events.

Joseph M. Kirby

JOSEPH M. KIRBY, 48, president of the Massachusetts Broadcasting Corp., operating WCOP, Boston, died Sept. 6 at Hull, Mass., of a heart attack. Mr. Kirby procured the WCOP license last year, and was backed financially by Arde Bulova, New York watch manufacturer and broadcaster. His principal business was jewelers' supply. He also was president of Nantasket Amusement Co. and of the Lincoln National Bank of Chelsea. He is survived by his wife and five children, one of whom, Sandra Bruce, is announcer and hostess at WCOP.

Waiver Plan Provides Model Libel Safeguard For Political Speakers

TO SAFEGUARD itself against libel suits from political broadcasts, the *Buffalo Evening News* stations, WBEN and WEBR, are requiring all political candidates to whom they sell time to sign a waiver of liability drawn up by their attorneys. Copies of the waiver, regarded as a model usable by other stations, have been made available to other upstate New York stations. It reads as follows:

WHEREAS, in the case of Sorensen v. Wood, et al, 243 N. W. 82, relative to political broadcasts, the Supreme Court of Nebraska recently decided that the broadcasting station was jointly liable with the speaker for libelous and slanderous statements,

NOW, THEREFORE, in consideration of the execution of a Contract of even date between WBEN, Inc., and ..... the undersigned, individually and on behalf of ..... and by his authority, hereby agrees to indemnify and save and hold forever harmless WBEN, and/or the officers, agents, employes and servants of said parties (hereinafter collectively called "parties"), against any and all liability claims, damages or expenses (including attorney and counsel fees) that any or all of said parties may sustain, become liable or answerable for, or shall pay upon, or in consequence of the publication or broadcast of any matter furnished by the undersigned, his said principal, speakers or other persons participating or appearing in connection with programs, or any part thereof, included in or covered by said Broadcasting Contract.

Attached to and forming a part of said Contract.

Dated: ....., 1936.

(Signature)

DOING A BIG JOB WHERE A BIG JOB IS TO BE DONE...

The new 5,000 watt Western Electric Transmitter recently installed by Radio Station KFH, in Wichita, Kansas, intensively covers extensive territory with a strong clear signal —free from interference both day and night.

KFH is doing a big job for numerous local and national advertisers and can do the same for you and your products.

KFH WICHITA KANSAS

Affiliated with CBS

National Representatives:

EDWARD PETRY & CO.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1000 Watts*

Big Fall Business!

TOURISTS have spent millions with us this summer. Industry is humming. Crops are good — so are prices. Yes, WWNC's listening area is about to enter a highly prosperous fall season. Use our sole radio coverage to boost your sales!

New! AMPERITE BOOM (MODEL FSB)

ADJUSTABLE in any DIRECTION

Noiseless action permits noiseless adjustment while operating. Adjustable counterweight and friction clutch provide SMOOTH AND EASY OPERATION. Boom can be lowered or raised by mere pressure of the hand, without requiring any locking devices. Microphone height can be varied from 36" to 96". Length of Boom arm, 28", or more.

List Price, gunmetal, $50.00. Chrome, $55.00

Write for Bulletin ST. Also new Microphone Proposition

AMPERITE Company 561 BROADWAY, NEW YORK

TO OUR FIELD MANAGERS:

You have with you this year, what we believe to be, the finest electrically transcribed programs ever offered to the radio stations and sponsors, in America.

We want you to visit every station in your territory and you must not fail to give an audition to the management and salesmen of every one of them.

We feel that you have just the programs, promotional helps, publicity, and selling arguments that every station or advertising agency is looking for, therefore, if you miss giving them an audition, you have deprived them of the opportunity to secure the use of these most important sales requisites, and will have caused them to miss the selling of some important account and time on the air.

It is your duty to see that everyone in your territory has a complete audition.

C. C. PYLE, PRESIDENT

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • CHICAGO OFFICE 666 Lake Shore Drive

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 31 TO SEPTEMBER 12, INCLUSIVE

Decisions . . .

SEPTEMBER 1

APPLICATIONS GRANTED:

WFIL, Philadelphia — Ext. temp. auth. 1 kw N Sept.

WJEJ, Hagerstown, Md. — Ext. temp. auth. 50 w LS-11 p. m. 4 days weekly.

WDBO, Orlando, Fla.—Ext. temp. auth. added 750 w N; 1 kw D.

KGKB, Tyler, Tex. — Ext. temp. auth. spec. hours.

KELW, Burbank, Cal.—Ext. temp. auth. use KEHE trans. 500 w.

WHBF, Rock Island, Ill. — Ext. temp. auth. studio at Moline.

WILL, Urbana, Ill., KFNF, Shenandoah, Ia.—Temp. auth. simul. operation spec. hours.

WKRC, Cincinnati—Ext. exp. auth. 1 kw.

KSCJ, Sioux City, Ia.—License for CP as modif. 1330 kc 1 kw N 2½ kw D unltd.

KFEL, Denver—License for CP 920 kc 500 w Sh.-KVOD.

WEED, Rocky Mount, N. C.—License for CP 1420 kc 100 w N 250 w D unltd., Sh.-WCHV N.

WIP, Philadelphia—Ext. spec. auth. 1 kw.

WKZO, Kalamazoo—CP new equip.

WHP, Harrisburg—CP move locally.

KTSA, San Antonio—CP new equip.

WAWZ, Zarephath, N. J. — CP new equip.

KID, Idaho Falls, Id. — Mod. CP new trans. site, antenna.

KLZ, Denver—License for CP 560 kc 1 kw N 5 kw D.

KGW, Portland, Ore.—License for CP 620 kc 1 kw N 5 kw D unltd.

WGBF, WMCA, KARK, KFDM, WSVA —Renewal license reg. period.

KFQD, Anchorage, Alaska—License extended month.

KSD, St. Louis — Temp. ext. license 3 mo.

WOCL, Jamestown, N. Y.—Renewal to Dec. 1.

WWL, New Orleans, KWKH, Shreveport, La.—Temp. exp. auth. extended to Oct. 1.

MISCELLANEOUS—Black River Valley Brdcstrs. Inc. granted oral argument Ex. Rep. I-271, to be heard Sept. 10 with Watertown Brdcstg. Corp., Ex. Rep. I-212; Chattanooga Brdcstg. Co. denied reopening hearing applic. CP station at Chattanooga but granted request for oral argument and extended time for filing exceptions.

SEPTEMBER 9

APPLICATIONS GRANTED:

WADC, Tallmadge, O.—License for CP 1320 kc 1 kw N 5 kw D unltd.

KPPC, Pasadena, Cal.—CP change equip.

KGU, Honolulu—CP new equip.

WABY, Albany, N. Y.—CP vert. antenna, trans., studio sites, new equip.

WBLY, Lima, O.—Modif. CP trans., studio sites, new equip.

WAAB, Boston—Modif. CP new trans.

KFJB, Marshalltown, Ia. — Modif. CP trans. site, vert. radiator.

KWK, St. Louis—License for CP 1350 kc 1 kw N 5 kw D unltd.

KDON, Del Monte, Cal. — CP change 1210 to 1280 kc, new trans., increase 100 w to 250 w N 1 kw D.

SEPT. 4

NEW, Juan Piza, San Juan, P. R.—CP 1500 kc 100 w 250 w D unltd.

NEW, Berks Brdcstg. Co., Pottsville, Pa. — CP 640 kc 250 w D, amended to 580 kc.

NEW, W. A. Wynne, Wilson, N. C.—CP amended re antenna.

WRJN, Racine, Wis.—License for CP as modif. new equip., increase power, move trans.

KLPM, Minot, N. D.—CP change equip., vert. antenna, change 1240 to 1360 kc, increase from 250 w to 1 kw N & D, change hours spec. to unltd., move trans. locally.

KYOS, Merced, Cal. — Modif. CP as modif. new station for auth. new trans.

SEPTEMBER 8

WCAP, Asbury, N. J.—License for CP antenna changes.

WMMN, Fairmont, W. Va.—License for CP as modif. change equip., increase power, move trans.; CP new trans., increase 500 w N 1 kw D to 1 kw N 5 kw D.

WSPD, Toledo—Vol. assign. license to Fort Industry Co.

NEW, Texhoma Brdcstg. Co., Wichita Falls, Tex.—CP 630 kc 1 kw unltd., amended to directional N.

KELD, El Dorado, Ark.—CP new trans., change antenna.

KMAC, San Antonio—CP vert. antenna, new trans., increase 100 w to 100 w 250 w D, move trans. locally.

KFRU, Columbia, Mo.—CP new trans.

KFUO, Clayton, Mo.—CP new trans., directional antenna for N, increase 500 w 1 kw D to 1 kw N 5 kw D, change Sh.-KSD to ½ time.

KOVC, Valley City, N. D.—Modif. CP new trans., antenna, to change antenna and trans., address to 312 Fifth Ave.

WMT, Cedar Rapids, Ia.—License for CP as modif. re equip., increase power.

KOMO-KJR, Seattle—CP move aux. trans.

KGCX—Wolf Point, Mont.—Modif. CP re equip., amended re trans.

SEPTEMBER 9

WMAL, Washington — Modif. license aux. trans.

WILM, Chester, Pa.—CP vertical antenna, move trans from Carrcroft, Del., to Chester, studio from Wilmington to Chester.

WEXL, Royal Oak, Mich. — CP new trans., change antenna.

WGAR, Cleveland—CP new trans., increase 500 w 1 kw D to 5 kw.

WBTM, Danville, Va. — CP change equip.

KGFF, Shawnee, Okla.—License for CP as modif. new equip., increase power, move trans.

KBST, Big Spring, Tex.—Modif. CP change equip., vertical antenna, trans. site.

NEW, Paul B. McEvoy, Hobart, Okla.—CP 1420 kc 100 w unltd., amended to D.

NEW, Dr. Wm. S. Jacobs Brdcstg. Co., Houston—CP 1220 kc 1 kw unltd.

NEW, Red Lands Brdcstg. Assn., Ben T. Wilson, pres., Lufkin, Tex.—CP 1310 kc 100 w D.

WGL, Fort Wayne, Ind.—Vol. assign. license to Westinghouse Radio Stations Inc.

KMED, Medford, Ore. — CP change trans., new antenna, amended from spec. to unltd.

KVOD, Denver—CP new trans., antenna, increase 500 w to 1 kw N 5 kw D, move trans. locally.

NEW, W. C. Greve, S. H. Patterson, Cheyenne—CP 1420 kc 100 w 250 w D unltd.

KECA, Los Angeles—License for CP as modif. new equip., increase power etc.

KSFO, San Francisco—Vol. assign. license to Western Brdcstg Co.

KMPC, Beverly Hills, Cal.—Auth. transfer control to George A. Richards.

KVOE, Santa Ana, Cal.—Modif. CP re equip.

SEPTEMBER 11

WMBQ, Brooklyn—Invol. assign. license to Joseph Husid, Receiver, Metropolitan Brdcstg. Corp.

WOCL, Jamestown, N. Y.—Vol. assign. license to James Brdcstg. Co. Inc.

WTBO, Cumberland — Modif. license D LS Dallas to unltd. 250 w.

WBNS, Columbus—CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D.

WHKC, Columbus—CP new trans., increase 500 w to 1 kw 5 kw D unltd.

NEW, Observer Co. & News Pub. Co., Charlotte, N. C.—CP 880 kc 500 w N 1 kw D unltd.

WTAD, Quincy, Ill.—CP new trans., antenna, increase 500 w to 1 kw, amended to omit increase in power.

WMBD, Peoria, Ill.—CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D.

NEW, Peninsula Newspapers Inc., Palo Alto, Cal.—CP 1160 kc 500 w D, amended re equip., and power to 250 w.

KOL, Seattle—CP change equip.

KHQ, Spokane — Modif. CP as modif. change equip., increase power, move trans., to further move trans.

KVI, Tacoma—Modif. CP re equip.

KIDO, Boise, Id.—License for CP new trans., antenna, move trans.

KYW Asks 50 kw.

KYW, Westinghouse station in Philadelphia, on Sept. 10 filed with the FCC an application for an increase in power from 10,000 to 50,000 watts. Walter C. Evans, manager of the Westinghouse radio division, announced the increased power is being sought to provide better reception throughout the Philadelphia area and contiguous territory. KYW already has a 50,000-watt transmitter installation but it has been operated at the same power it had when located in Chicago.

Examiners' Reports . . .

NEW, Times-Dispatch Pub. Co. Inc., Richmond, Va.—Examiner Bramhall recommended (I-285) that applic. CP 1500 kc 100 w unltd. be denied.

NEW, Valley Brdcstg. Co., Pomona, Cal.—Examiner Hyde recommended (I-286) that applic. CP 1160 kc 250 w D be denied.

NEW, C. A. Rowley, Ashtabula, O.—Examiner Bramhall recommended (I-287) that applic. 940 kc. 250 w D be granted.

Applications . . .

SEPTEMBER 2

NEW, Troy Brdcstg. Co. Inc., Troy, N. Y.—CP 1240 kc 500 w D.

WGAL, Lancaster, Pa.—CP vert. antenna, move trans.

WAVE, Louisville—License for CP new trans.

KPRC, Houston—Modif. license to Houston Printing Corp.

NEW, Birmingham News Co., Birmingham, Ala.—CP 590 kc 500 w N 1 kw D unltd. amended to directional N.

WWNC, Asheville, N. C.—Vol. assign. license to Asheville Citizens-Times Co. Inc.

KDB, Santa Barbara, Cal.—CP increase D to 250 w.

KGVO, Missoula, Mont. — CP change equip.

FOR SPORTS REMOTES—WLS, Chicago, uses this mobile unit to cover sports events. Recently it was taken to the Illinois Farm Sports Festival, held at Urbana, Ill. Chief Engineer Tommy Rowe is seated in the cab, with Charles Nehlsen carrying the transceiver, James Daugherty peering over the top, and Charles W. Anderson is on the running board.

Radio Is Described As Peace Weapon

Could Have Kept Us Out of the World War, Asserts Holman

RADIO's power to prevent United States participation in another foreign war was discussed before the Boston Rotary Club in an address Sept. 2 by John A. Holman, NBC general manager for New England. Speaking on "A Decade of Progress in Radio Broadcasting," Mr. Holman pictured, in imagination, a nationwide mandate to Congress from the people after they had listened to a President's broadcast, calling upon the lawmakers to declare a state of war.

Holman said in part: "It is the autumn of 1941. Europe has been at war several years. And now America faces another Armageddon, as she did in 1917.

"Microphones are open on the dais and floor of the national House where both legislative branches, the Supreme Court and all official Washington tensely await the war message of the President. Will it be War or Peace? The temper of Congress will decide. But the people across the length and breadth of this great nation are also waiting—and listening in! For, if war comes, it is they who must make the great sacrifice — the sacrifices of their lives and their substance.

Nation Aroused

"THE HOUSE chamber is hushed as the President slowly and gravely reads on. Far into the morning of the next day Congress debates the message and the joint resolution calling for our entry into another foreign conflict.

"But in that solemn interlude, when War and Peace are poised in the balance, American public opinion has crystallized. The nation is aroused. The spectre of another foreign quarrel threatens our security. Then, the voice of the people rings imperiously in the halls of Congress: 'We want no war!'

"That is the moral greatness we have a right to expect of radio. To you men of Rotary, who have contributed so much to the cause of international harmony, I say, 'Radio has the power to keep these United States out of the next war!'

"The people of this nation recognize in radio an all-powerful friend and protector. I know of no other great public service which enjoys such a wide measure of public confidence. This confidence radio broadcasting will continue to deserve.

"Television, facsimile, the vast potentialities of shortwave transmission and ultra-high frequencies —in brief, the whole fascinating future of radio—ultimately will be yours to use. They will represent a new challenge and a new responsibility."

Don Lee Emissary East To Prepare Mutual Tieup

PREPARING for its affiliation with Mutual Network Dec. 29, Don Lee Broadcasting System has sent William E. Forbes to New York where he will remain for the next three months coordinating activities between Don Lee, Mutual and the William G. Rambeau Co., appointed Don Lee representatives. In addition to his work in sales, Mr. Forbes also will go into production matters inasmuch as Mutual is planning to originate programs from the West Coast. Later this month, Mr. Forbes will go to Chicago for a week's visit and then return to New York.

Rexall Autumn Sales

UNITED DRUG Co., Boston (Rexall stores) will use some 200 stations in its semi-annual Rexall one-cent sales campaign this fall. The transcriptions, cut by RCA-Victor and produced by Walter Craig, are being placed for Rexall's agents, Street & Finney Inc., New York, by Spot Broadcasting Inc., New York. They will be put on the air in three groups during the weeks of Oct. 13, Nov. 3 and Nov. 10 in support of the sales in each Rexall territory. Five quarter-hour programs will be broadcast in each city.

For Complete
COVERAGE
of
HEAD of the LAKES
and
IRON RANGE
REGIONS

WEBC
DULUTH
WMFG
HIBBING, MINN.

Broadcast and Relay

WHEN President Roosevelt held his drought conference in Des Moines early this month, KOIL, Omaha, carried a unique double-rebroadcast of a description of the parade. The KFAB-KOIL-KFOR mobile broadcasting unit was sent to Des Moines from Omaha, where the WHO staff used it to broadcast the parade of governors via shortwave. The 50,000-watt WHO picked up the shortwave and rebroadcast it on its regular clear channel of 1,000 kc. This standard broadcast was then picked up in Council Bluffs by KOIL and rebroadcast a second time over the KOIL frequency. KOIL also fed the program to KFOR, Lincoln, via telephone lines. Two other Iowa stations also received the broadcast over lines from WHO—KMA, Shenandoah, and WOC, Davenport.

Baseball Under Odds

ITS ANNOUNCER perched atop the transmitter building, WMFF, Plattsburg, N. Y., on Sept. 9 scooped the Northern New York Baseball League by broadcasting a full account of the championship playoff game after the League had refused permission to broadcast. The station transmitter building is about 1,000 feet away from the park. Announcer Malcolm Weaver aided by a pair of powerful field glasses, was able to give an accurate account of the contest. The sponsor, Todd Motor Co., Packard dealers, was more than satisfied with the notoriety created by the novel broadcast.

Iowa Net Appoints

FRANK PHELAN has joined the sales force of the Iowa Network, replacing Carter Ringlep, who goes to KMBC, Kansas City. Mr. Phelan was formerly with WOW Omaha. Aleyn Burtis, former advertising promotion manager of the Iowa Network has joined the publishing staff of the *Register & Tribune*, succeeded in the radio post by Gladys Greenberg, formerly his assistant.

PIONEERS of
PIEZO ELECTRIC CRYSTALS
Since 1925

SCIENTIFIC
RADIO SERVICE CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-962 for price list.

Scientific
RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.

MY DICTION IS *Improving*

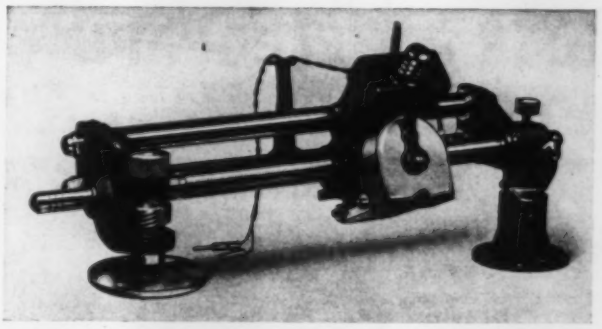
HUNDREDS OF ARTISTS, ANNOUNCERS, AND PUBLIC SPEAKERS

Use PRESTO RECORDINGS to check on their diction. Here is a lucrative source of revenue for the modern broadcast station and transcription laboratory.

Band leaders want recordings of their broadcasts . . . to assist in the betterment of their entertainment. Public speakers, bent on improving "mike" technique, buy recordings to assist in correcting defective diction.

PRESTO INSTANTANEOUS RECORDING EQUIPMENT, because it makes possible immediate playback . . . because of its fidelity of reproduction . . . because of its simplicity and economy of operation . . . its constancy of speed . . . its rugged construction . . . its freedom from vibration . . . is preferred above all other instantaneous recording units. NINETY-TWO PER CENT OF THE BROADCASTING STATIONS SO EQUIPPED, HAVE CHOSEN PRESTO. FOR PRESTO PAYS ITS WAY!

Write for complete descriptive literature today



OVERHEAD FEED MECHANISM

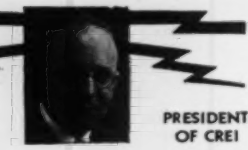
The feed mechanism, ruggedly constructed, is designed for maximum service with minimum wear. All cast parts are attractively finished in black crystal, while the machined parts are chromium plated.

At Presto headquarters, you will find everything for your recording requirements . . . from a needle to a disc . . . to a complete high fidelity studio installation.

AND REMEMBER! PRESTO GREEN SEAL DISCS are available in all sizes for immediate delivery . . . all orders filled and shipped same day.

Export Division (except Australia and Canada)
M. SIMONS & SONS, INC.
25 Warren Street, New York, U. S. A.
Cables: Simontrice, N. Y.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.



MR. E. H. RIETZKE — PRESIDENT OF CREI

Are You Ready To Step Into A Better Radio Job?

You can say "Yes" if your technical training has kept pace with the rapid changes in radio. Modern developments, which eliminated some jobs, have created new ones. It's our job to keep men ahead of theirs. Write for details about our home study training in Practical Radio Engineering.

48-Page Illustrated Catalog Gladly Mailed On Request

"What's Happening In Radio Today?"

An interesting report and analysis of employment changes, salary advances and statistics in various branches of radio. Write for your free copy today!

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-9

Washington, D. C. 14th & Park Rd.
New York City 29 Broadway

CREI

IN THE CONTROL ROOM

ANDREW D. RING, FCC assistant chief engineer in charge of broadcasting, won the Avolon Shores, Md. outboard motor regatta on Labor Day by outdistancing four entrants by a quarter of a lap in a four-lap race. Mr. Ring is the owner of *Kilocycle Manor*, a cottage on Chesapeake Bay.

MARK DUNNIGAN, technician of KYA, San Francisco, has entered the Capital Radio Engineering School in Washington, D. C., to take a course in transmitter building. Robert Smith, formerly with KDON, Del Monte, Cal., is filling in for Dunnigan during his leave of absence.

CHARLES BRANEN, operator at WDAY, Fargo, N. D., has been named chief engineer of WCLO, Janesville, Wis. Prior to leaving WDAY, Mr. Branen married Miss Margaret Vogelsang of Fargo.

A. M. WOODFORD, operator of WBAP, Fort Worth, on leave of absence at the Centennial, has been named chief of the Centennial's radio staff. He will return to WBAP at the conclusion of the Fort Worth event. R. C. Stinson, head technical advisor of WBAP, has been named technical advisor for all Centennial programs for Fort Worth stations.

JACOB G. SPERLING, formerly of WATR, Waterbury, Conn., has joined WNBC, New Britain.

CARL A. JOHNSON has rejoined KGA, Spokane, after copying Transradio reports at KIT, Yakima, and KUJ, Walla Walla, Wash., for a year.

MATTHEW CAREY, recent graduate of the Providence Radio School, has joined the technical staff of WPRO, Providence.

Beverage, Horle Named For Presidency of IRE

HAROLD H. BEVERAGE, chief research engineer of RCA Communications Inc., and Lawrence C. F. Horle, New York consulting engineer and former chief engineer of Federal Telegraph, have been nominated for the 1937 presidency of the Institute of Radio Engineers. The ballots will be mailed to the IRE membership shortly, to be counted before Jan. 1 when the results will be announced.

Nominated for the honorary vice presidency, which annually goes to a distinguished foreigner, are P. P. Eckersley, former chief engineer of the British Broadcasting Corp., now an independent consulting engineer in London, and Dr. Heinrich Fassbender, Berlin Radio Institute. For directors, three to be selected, the following were nominated: Ralph Bown, A. T. & T.; Dr. Alfred N. Goldsmith, New York consulting engineer; Dr. C. B. Jolliffe, chief of the RCA frequency bureau; George Lewis, I. T. & T.; A. F. Murray, Philco Radio & Television Co.; Prof. H. M. Turner, Yale University.

WHITMAN HALL, chief engineer of WCOP, Boston, is the father of a boy, born in August at Jordan Hospital, Boston.

C. W. GOYDER, late of the BBC research department, left England Aug. 11 by air for India where he is taking up the position of chief engineer of All-India Radio.

LLOYD MORSE, sound effects engineer of WEEI, Boston, was married Aug. 29 to Miss Helen Cotton, of Peabody, Mass.

JOHN M. NELSON, recently with KYW, Philadelphia, has joined KGFF, Shawnee, Okla.

J. M. CARMAN has joined the technical staff of WMBO, Auburn, N.Y.

HARRY N. BLACK has joined the engineering staff of WOSU, Columbus.

RCA INSTITUTES, training school subsidiary of RCA, has named the following as technical advisors: R. R. Beal, RCA research supervisor; Harold Beverage, chief research engineer of Radiomarine Corp. of America; L. M. Clement, vice president in charge of research and engineering at Camden; Dr. A. N. Goldsmith, RCA consulting engineer; O. B. Hanson, NBC chief engineer; Dr. C. B. Jolliffe, former FCC chief engineer, now in charge of RCA frequency bureau; A. F. Van Dyck, engineer in charge of RCA license laboratory.

Award Created by Paley For Service by Amateurs

WILLIAM S. PALEY, CBS president, has offered a permanent award to be given annually to the "ham" who contributes most in technical development or operating achievement. The award was inspired by service given by amateurs during the spring floods. The American Radio Relay League has been named by Mr. Paley as permanent custodians of the award, the name of the winner to be engraved on it each year and a replica presented to each winner.

Announcement of the award was made Sept. 6 by E. K. Cohan, CBS engineering director, at the Chicago convention of the ARRL central division. It is limited to amateurs in the United States and Canada. Mr. Paley stated that commercial radio owes a debt of gratitude to amateur experimenters.

"Today's Children" Back

THE dramatic serial of the problems of a modern family, *Today's Children*, on Sept. 11 began its fourth year of broadcasting over NBC networks under the sponsorship of Pillsbury Flour Mills Co., Minneapolis. Written by Irna Phillips and built around the everyday problems of "Mother Moran" and her children, all between the ages of 20 and 30, the program has achieved enviable popularity since it made its first appearance on WMAQ, Chicago, on June 20, 1932. Pillsbury began sponsoring the program over WMAQ on May 15, 1933, and has sponsored it over NBC networks since Sept. 11, 1933. The large cast of *Today's Children* has been held together with few changes. Miss Phillips takes the role of Kay, Fred Von Ammon is Terry, Bess Johnson is Fran and Jean MacGregor is Dot. *Today's Children* is broadcast over an NBC-Red network daily except Saturday and Sunday, 10:45-11 a. m. (EDST). Hutchinson Adv. Co., Minneapolis, has the account.

AUGUST billings of Mutual Broadcasting System totaled $122,065, an increase of 69% over August, 1935, billings, which were $72,076, and the third consecutive month the total has exceeded the preceding month. June billings were $104,510; July $109,561. At the current rate the Mutual billings for the year 1936 are expected to reach $2,000,000.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and R. E. 266A)

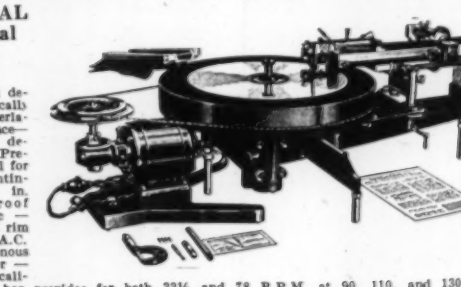
● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "*Famed for Performance*" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

RECORD PIANO MUSIC at 33-1/3 R.P.M. with

UNIVERSAL Professional Recording Machine



New, improved design — Scientifically correct — Superlative performance — Solid, heavy, dependable — Precision machined for long and continued use — 16 in. distortion proof turntable disc — Constant speed rim drive—110 volt A.C. 100% synchronous reversible motor — Individually calibrated timing bar provides for both 33⅓ and 78 R.P.M. at 90, 110, and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment—Positively the last word in instantaneous recording equipment.

Write for latest folder giving detailed description.

UNIVERSAL MICROPHONE CO., LTD.

424 Warren Lane, Inglewood, Calif., U. S. A.

EQUIPMENT

WGN, Chicago, has placed a new sound-effects machine in service, built to specifications of production and sound-effects departments of the station. Six of the machines will be installed. Atop the machine, developed after six months of experimenting, are three turntables of variable speeds arranged so two tone arms can be applied to one record at any time. The sound library includes some 300 discs. Sounds emerge from a large speaker, with a microphone suspended in front of it. Thus actors can hear sounds woven into their broadcasts.

THE NEW 172-page Catalogue J of the General Radio Co., describing and illustrating each item of equipment offered by General Radio Co., Cambridge, Mass., and listing prices, was issued early in September and is available upon request.

COMMERCIAL RADIO EQUIPMENT Co., Kansas City, announces its new FC-2 frequency control unit, a combined constant temperature oven and crystal oscillator unit said to meet new FCC requirements and to incorporate all advanced ideas of design. An indirectly heated cathode tube for the crystal oscillator eliminates that source of hum. A descriptive bulletin, No. 14, is being prepared.

KYA, San Francisco, has started work on its new 5,000 watt RCA transmitter, to be erected at Bayshore & Third St. Erection is to be completed by Jan. 1. Broadcasting studios and executive offices in the Hearst Bldg. are also being remodeled and enlarged.

KFRU, Columbia, Mo., has purchased a 1 kw. Western Electric transmitter and has ordered a new speech input amplifier and microphones to match. Studios and offices are being remodeled to accommodate the new equipment. Work is to be completed early in October.

KGFF, Shawnee, Okla., has completed installation of a new Collins Radio Co. 250-watt transmitter at its Shawnee Country Club site. A 300-foot Lehigh vertical antenna was installed under direction of Eustace H. Taylor, chief engineer.

WOAI, San Antonio, has installed a sound-proof news room for its teletype and telegraph machines, which are mounted on three inches of cork. Colored lights announce flashes.

WOSU, Columbus, has acquired a General Radio modulation monitor at the transmitter. An RCA AA4194B high-fidelity monitoring system was installed recently in the control room.

INSULINE CORP. OF AMERICA, New York, has published its 1936 catalog of radio accessories transmitting parts and similar devices. The company announces that it has been experimenting with television since 1927 and that special circulars describing its apparatus will be mailed on request.

BRUNO LABORATORIES Inc. has obtained an ERPI license to produce PA equipment under A. T. & T and Western Electric patents, widening its sales field.

CORNELL-DUBILIER Corp. on Sept. 1 moved into its new plant and offices at South Plainfield, N. J.

GEORGE JONES, formerly with Jansky & Bailey, Washington consulting engineers, has joined the Graybar Electric Co. staff in Washington as assistant to William Lancaster, branch manager.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

COLLEGE SPONSORS
Ohio U. Students, Faculty Back WOSU Series

WOSU, Ohio State University station at Columbus, has completed the first season of its *Student Frolic*, during which 15 new artists, three original playlets, and a ten-piece all-student dance orchestra were introduced.

A new form of educational "commercialization" was introduced to radio audiences with the program, since students promoted their own campus activities by means of programs arranged with the idea of attracting listeners and reaching parents in home communities. Fraternities and sororities also cooperated in assuring the program of satisfactory response and audience.

C. Wilbert Pettegrew, of the WOSU staff, was production supervisor, conceived the idea and projected it as one means of developing student talent. He directed programs and served as master of ceremonies, but this year he hopes to find a student, who, under his supervision, can take active charge of the whole show, making it a genuine "all-student" program. Ohio Staters Inc., a group of students and faculty members, helped back the project as one of the "sponsors".

"It is hoped," Mr. Pettegrew said, "that within a year or so we can have a complete program of student music, student playlets and continuity, arranged and produced entirely by students. When we do that we'll have given the radio industry some real material upon which to build." Mr. Pettegrew formerly was with NBC in Cleveland, where he announced as David Allan.

IN ADVANCE of Mutual network's expansion to the West Coast this autumn when the Don Lee group of stations will be added, WOR, Newark, is signing talent for programs to be fed to the network. Among those signed are Benay Venuta, hot singer; Welcome Lewis, contralto; Joey Nash, tenor; *The Grummits*, comedy series; Danny Dee, raconteur; Mullen Sisters, trio.

Europe's Power Limits

WITH something like 200 new broadcast transmitters in the course of construction in the various European countries, most of them are adhering to the power limitations imposed by the Lucerne Plan adopted last year by the International Broadcasting Union, according to a report from London. Under the plan a maximum of 150 kw. is permitted on the long waves above 300 kc., which are used by several dozen stations in Europe but not in the United States. Powers in the regular broadcast band are limited according to frequencies, with a maximum of 100 kw. between 550-1100 kc.; 60 kw. between 1100-1250 kc., and 30 kw. between 1250-1500 kc. Russia's 500 kw. Comintern station at Moscow operates on the long wave of 400 kc. and presumably does not adhere to the Lucerne Plan.

MICA

TRANSMITTING CAPACITORS

Whatever your requirements in Mica Transmitting Capacitors . . Cornell-Dubilier can supply them.

Their improved modern design, their inherent sturdiness, their compactness, their reliability under the most exacting conditions have found favor wherever PERFORMANCE is the prime factor.

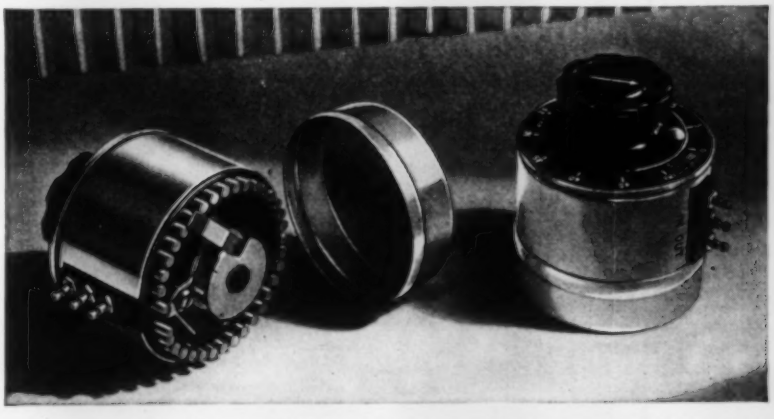
When you require Mica Condensers . . . specify C-D's. Engineering and industrial catalog No. 127 available on request.

The Type 50 to 59 series of mica transmitting capacitors are hermetically enclosed in a ceramic tubing with cast aluminum end terminals. These capacitors can be mounted in either a vertical or horizontal plane. Series, series-parallel or any other combination, can be obtained by bolting terminal ends together.

CORNELL-DUBILIER CORP., 1004 Hamilton Blvd., South Plainfield, N.J.

CORNELL CD DUBILIER

QUIETNESS • CONVENIENCE • LONG LIFE



Assured when you use General Radio Type 653 Volume Controls. Four stock impedances. Moderately priced at $12.50.

Write for Bulletin 50-B for complete description.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

Merchandising & Promotion

Banks and Homes—Sears Celebrates—Poll-O-Meters—Beer and Beauty—Hats for Scores

BANK OF AMERICA, San Francisco, sponsoring *The House of Melody* on 2 NBC Pacific Red network stations (KPO-KFI) has begun an elaborate merchandising and advertising campaign. It includes 24-foot billboards throughout California; posters; card advertisements in street cars; counter displays; direct mail broadsides and circulars; and point-of-sale displays for electrical appliance dealers and realtors. Prior to the start of the campaign, however, the agency, Chas. R. Stuart Inc., San Francisco, ran half-page advertisements in the major newspapers of California, with pictures of program artists.

The half-hour musical program, heard Tuesdays at 9 p. m. features Meredith Willson and a 24-piece string orchestra, with John Nesbitt, commentator. Broadcast calls attention to Bank of America's new copyrighted "Timeplan" financing for home buying or construction. A free copy of Bank of America's "Home Plan Book" is offered dialers. The booklet, 64 pages in color, contains 30 actual architectural drawings and plans of houses that can be erected at various prices. Plans have been approved by the American Institute of Architects and Federal Housing Administration.

* * *

NBC fan mail in July exceeded by 63,850 pieces the July figure last year, with daytime programs attracting 63% of the mail. Of 3,021 correspondents who commented on the type of program, 2,975 wrote favorably. Artists fared well with 857 applause letters as compared with 39 letters of criticism. Only 15 letters complained of commercial announcements.

* * *

REGIONAL ADVERTISERS Inc., New York (cooperative gas company campaign) is offering free recipes for canning fruits to all listeners who call at the local gas company which is sponsoring the *Mystery Chef* on NBC-Red network Wednesdays and Fridays, 10:30-10:45 a. m. and transcriptions on WHAM, WSYR, WTIC, WCSH, WTAG.

* * *

WESG, Elmira, N. Y., introduces local amateur talent on the twice weekly Woodhull's *Old-Tyme Koolmotor Music-Makers* program sponsored by Cities Service Gas & Oil Co., regional distributor, awarding cash prizes to winners and a chance for a professional engagement at New York State's largest barn dance, in Elmira Heights.

* * *

IN ITS PROMOTION of increased daytime power, now 5,000 watts, WMT, Cedar Rapids, used a full page two-color advertisement in the *Des Moines Sunday Register*. The ad included a colored map showing coverage by counties.

* * *

FRIGIDAIRE Corp., Dayton (refrigerators) is offering a colds-guage to all listeners who call at their local authorized Frigidaire dealers. The program is heard Fridays, 9:30-10 p. m. on an NBC-Blue network.

JAYS Inc., exclusive feminine fashion store in Boston, made its radio debut in late August on WNAC to announce a tieup with *Vogue* as that magazine's New England representative for its Ideal College Wardrobe. An audition of the program was rehearsed for the benefit of the store's personnel. The *Vogue* annual contest was promoted. Jays is making a check on results of its debut on the air. Lavin & Co. Inc., Boston, handled the account.

* * *

WFBL, Syracuse, had a booth at the New York State Fair, displaying photographs of artists and providing continuous entertainment for fair visitors. The station now inserts 35-word announcements between programs to build up shows later in the day and the publicity director is interviewed on the *Miss Goodnews* program about local and CBS programs.

* * *

IN CELEBRATION of its 50th anniversary, Sears Roebuck & Co., Chicago, which has entered a 26-week contract for 94 CBS stations, a half-hour weekly starting Sept. 17, views the program as a gesture of good will to patrons, and dedicated to them and to the 50,000 employes of the organization. Stack-Goble Adv. Agency, Chicago, has the account. The program is titled *Sears—Then and Now*.

* * *

WFIL, Philadelphia, has organized a merchandising department to expand its client exploitation activities, with Jerry Moore, Baltimore and Washington advertising executive. In the last year WFIL has used 92,000 lines of display space in two local newspapers for the benefit of sponsors in a time-space exchange.

* * *

MOVIE TRAILERS in the six Harry Huffman Theatres, Denver, tell of coming and current programs to be heard over KLZ. A current trailer mentions that "the top programs are at the top of the dial," together with a list of coming KLZ attractions.

TO PROMOTE listener interest in the *Literary Digest Presidential Poll* on an NBC-Blue network, Goodyear Tire & Rubber Co., Akron, sponsoring the program is sending out every Wednesday night 30,000 20 x 24 inch jumbo RCA radiograms, printed by Western Newspaper Union, to Goodyear dealers in 20 key cities from coast to coast on the following day. The radiograms carry the latest result of the Digest poll as announced each Wednesday.

Goodyear dealers are distributing 2,000,000 Poll-O-Meters, a red, white and blue chart which allows the radio listener to put down the results of the Digest Poll each week. It also allows for a breakdown of the poll by states, along with a list of the electoral votes allowed each state and the results of the 1932 Roosevelt-Hoover vote. Goodyear advertisements in newspapers also feature a box directing attention to the radio series. Arthur Kudner Inc., New York is agency.

* * *

WHEN Los Angeles Brewing Co. announced a beauty contest on KFWB, Hollywood, more than 3,000 photos were submitted from which 50 were selected for a printed booklet distributed throughout Los Angeles. Girls were interviewed on KFWB. Bottle caps or receipts for a can of the sponsor's beer counted as votes, with the person casting the most each week receiving a cash prize. Entries came from 84 cities through 435 dealers, the number of bottle caps amounting to 1,460,235. Cost of each sale as a result of the KFWB program was less than 1/3 cent.

* * *

NBC has issued a folder illustrating its growth between 1926 and 1936. Maps showing Red and Blue network stations and depicting studio, program and personnel expansion are included. It is pointed out that 71% of programs are sustaining. The folder is part of the tenth anniversary promotion.

* * *

WALLETS are given away by Tide Water Oil Co., New York, sponsoring news broadcasts on WFIL, Philadelphia, to "guest reporters" who write their own continuity. Four guests appear on each program. Wallets are stamped with name of the individual, the sponsor and the station.

20,000 OF THESE—Window displays are being placed by American Tobacco for the Lucky Strike Sweepstakes contest, now employing 6,000 workers to handle five million entries a week. The number of winners averages well over 200,000 a week, tins of 50 cigarettes now being given instead of cartons of 200. Over 1,300,000 cartons had been given winners up to Aug. 29, at a cost of more than a dollar each.

CONTINENTAL BAKING Co., Chicago (Wonder Bread, Hostess Cake), presented at the Civic Opera House in Chicago, Sept. 6, the first of a series of dramatizations of the early history of Chicago, titled *Wonder Show*, to a capacity audience of 4,000. Incidents of the 1860's and 1870's were dramatized on a hookup of WGN and WOR. Some of the famous names of early and present-day Chicago went to the broadcast in covered wagons, chaises, broughams, stage coaches and the like. Batten, Barton, Durstine & Osborn Inc., New York, has the account. A dramatic series was broadcast recently on the two stations from New York.

* * *

F. B. WASHBURN Co., Brockton, Mass. (Walico Candy Bars), on Sept. 12, started a series of Saturday morning child amateur programs, on WNAC, Boston, for 52 weeks. Prizes such as sporting equipment, cameras, wrist watches, games and similar articles are awarded the winners, chosen by the radio audience. Votes are based on the number of Walico cartons. Similar prizes will be awarded the children, not contestants, who send in the largest number of cartons as votes for children on the program. The account was placed by Broadcast Advertising Inc., Boston.

* * *

LUNDSTROM HAT Co., San Francisco (men's hats), former spot user on a small scale, will sponsor thru M. E. Harlan Adv. Agency, that city, the *Lundstrom Scout*, a football program on KGO for 13 weeks, starting Sept. 16. Brick Mitchell, former All-America player and coach of several Pacific Coast teams, will present a scout's report on plays and players in games in the San Francisco Bay region. Lundstrom's will give hats to persons guessing the scores of games. Ballots will be distributed at all Lundstrom stores in the Bay region.

* * *

WOAI, San Antonio, is putting a show case in the lobby. Each week from four to seven items advertised over the station will be displayed, with accompanying cards explaining title of program, artists and time of broadcast. In addition, a board is being placed on the wall with current promotional items mounted upon it for examination by studio visitors. Weekly schedules are given studio guests and visitors are shown magazines with WOAI news red-pencilled.

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THE FUR DOCTOR, San Francisco (furs), capitalizing on the current craze, is sponsoring a *Knock-Knock* series six nights weekly at 5:45 p. m., and Sundays at 9:45 a. m., on KJBS, San Francisco, and KQW, San Jose, Cal. "Knock-Knocks" submitted by dialers are broadcast and a $2.50 merchandise order presented for the best one submitted each day. Grand prize will be a fur coat, with a fox fur as second prize, the 13 weeks contest closing Sept. 15.

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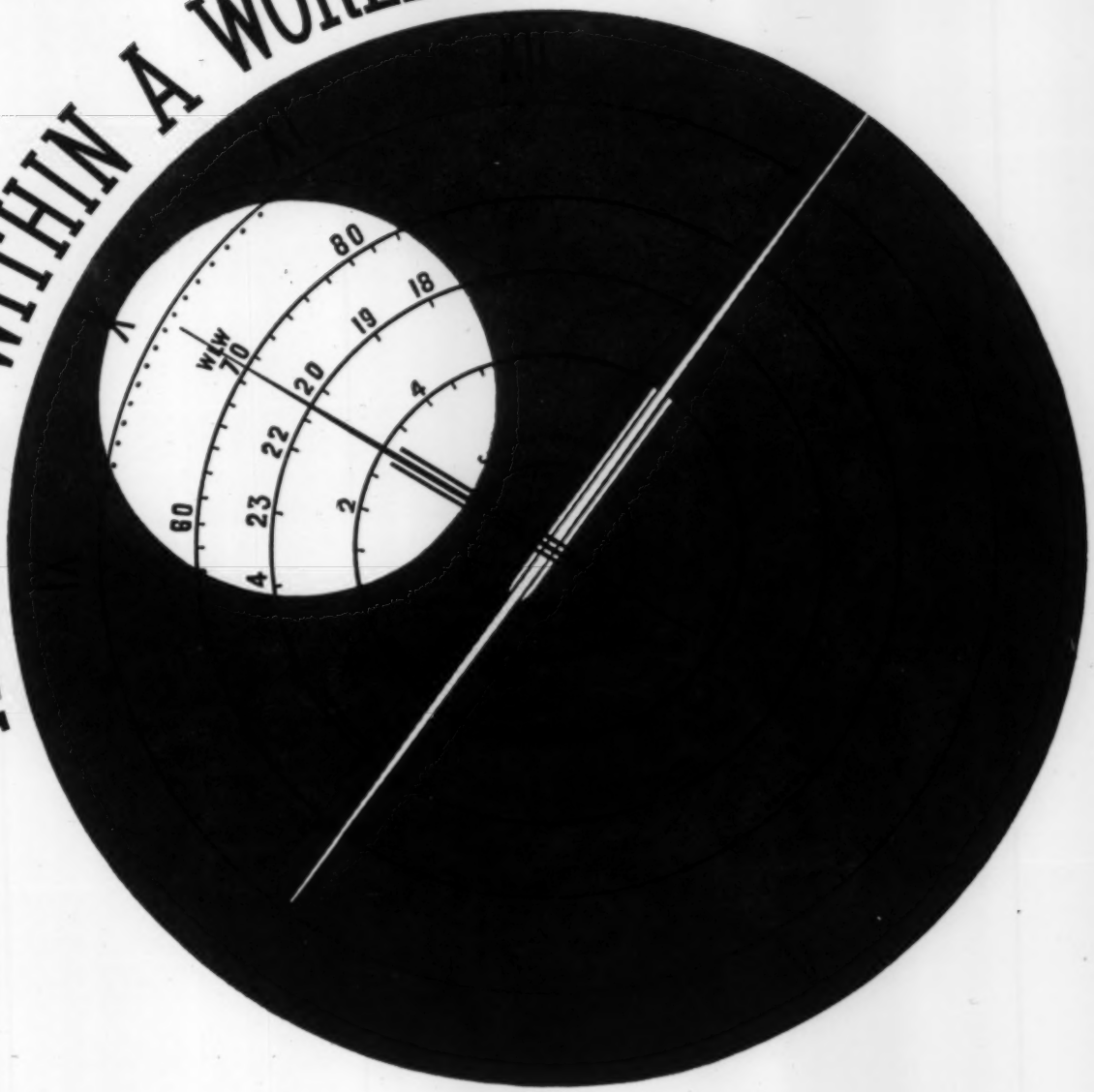
IMPRESSIVE market data on "The Carolina Combination" are presented in modest style by WIS, Columbia, S. C., and WPTF, Raleigh, N. C., in a combination rate card offering a special rate for the two stations. The data are printed in a stapled, letter-size pamphlet devoid of frills but designed for utility.

A WORLD WITHIN A WORLD!



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WLW